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ABSTRACT

To determine the relationship between attitudes and feelings of the middle woman, aged 35-55, and the present youth culture, both intrapsychic factors and environmental conditioning, as well as historic/cultural reasons were examined, using an attitudinal survey, administered to a sample population of middle to upper class suburban women. Categories explored were the mass communications media and advertising, the physical aging process, and sexism in socio-economic, sexual and cultural roles. Responses from "strongly agree" to "strongly disagree" were tabulated. Variables of age and marital and work status were cross tabulated with selected attitudinal responses. Results indicated that middle-year women had definite feelings and attitudes in direct relationship to a culture which they viewed as youth oriented. Respondents, regardless of age, status, or occupation, expressed the need for recognition and acceptance of their experience, knowledge and physical appearance. However, there was ambivalence in their desire to look young in order to maintain social, sexual, and economic opportunities. They attitudinally and behaviorally reacted to a youth oriented phenomenon in a society that afforded the young adult the greatest advantage in the life cycle. (Author/CKJ)

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# EFFECTS OF A YOUTH CULTURE ON FEELINGS AND ATTITUDES OF THE MIDDLE WOMAN

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# Chapter I

# THE PROBLEM

The goal of this study was to determine the effects of the present youth-oriented culture on the feelings and attitudes of the middle woman from a middle to upper middle class suburban area. The middle woman is defined as being between the ages of 35 and 55. The present youth-oriented culture refers to a societal worship of the young, where the senses are constantly exposed to youth, strength, and beauty by a changing economic, social, and sexual value system, and a vast mass communications network (Clark, 1974).

There are transitions, crises, and adjustments made all through the human life cycle. How are transitions made during a time when American society glorifies youth and beauty (Jaffe, 1971)? Does this, in effect, cause a mid-life crisis? Is the middle woman having conflicted feelings?

The middle woman is continually, persistently, and pervasively exposed to a mass media depicting the smiling, beautiful, physically perfect ingenue skiing down a mountain, surfing on the waves, or flinging her hair in the rain-- hair that always remains perfectly coiffed. How does middle woman identify with these personifications of all that is worthwhile and desirable? Other images that flash onto her retina are those of older people complaining of head pains, gastritis, or lack of iron. Where is middle

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woman? If she does, in fact, ski gracefully down a mountain, is she stepping out of her role and not acting her age? If she had indigestion, was she chronologically expected to have it, or was it the lobster she ate? Said Edith Efron (1970), "No force has demeaned woman more than advertising" (p. 9).

Middle woman has been programmed into an artificial self and has perpetuated that self because of the societal values that package individuals into class, socio-economic, sex, and age roles. She has been fulfilling various roles-- child, adolescent, student, worker, sex provider, child provider, mate nurturer. All these roles were in keeping with socially acceptable female behavior. However, as worker, she was marginally accepted in the market place. As sex provider, she was restricted to the confines of marriage. As nurturer, she was not given sufficient nurturance in return.

Chronology, physiology, endocrinology, and early experiences did not, by themselves, explain the attitudinal shifts in middle women. How much influence, then, did environment have? Specifically, to what degree does a youth-worshipping society impinge itself on women's thought processes and consequently on feelings and attitudes? How did the middle woman accept herself without being conscious of societal sanctions regarding age-appropriate behavior? The mass communications media lead her to reject herself as she is continuously exposed to youthful representations.

The psychosexual myths, suggesting that hormonal and physiological changes in middle women cause them to be less attractive and desirable, contribute to a need for them to yearn for a lost youth. This attitude creates a rejection of her present and future potentials within intellectual, social, political, and sexual areas.

## Rationale and Theoretical Framework

The socio-economic implications of the zero birth rate and the recent population shift have not as yet been appropriately assessed. The middle woman can, therefore, establish herself outside the socially acceptable sex norms if she chooses to enter the academic, social, political, or economic arena. The old norms would no longer be applicable as she viewed herself with new found values. The shift to a mean age of 35 in the year 2000 (Newsweek, 1977) will necessitate the de-emphasis, by society, of youth glorification and the acknowledgement of the dynamics of the middle years. Given the present life expectancy of women--at age 65, life expectancy is 18 years for women (DHEW, 1976)--the middle woman has approximately one third of her life to devote to exploration of self and society.

Recognizing that the present society and its value system tends to denigrate the elderly (Aldrich, Note 1), it seems incumbent on middle women to affirm and reaffirm their position in the life cycle. In the year 2000, the present middle women between the ages of 35 and 65 will still be active and healthy and very visible within society's social, political, and economic structure. Therefore the middle women of today, understanding the present value system, can recognize their own values through an improved self image and have a significant effect on society. Making their feelings and attitudes known will enable society to recognize that youth can not be perpetuated. Middle women themselves have valuable contributions to make.

As Jaffee (1971) has demonstrated, middle people, as defined by this study, control the social, political, and economic structure of society. It is of interest to note, however, that there had not been much social science research which deals with the feelings and attitudes of this age group. It was now time to discover if middle women had specific attitudes related to a culture that addressed itself to the youth of the times.

## Assumptions

There is an abundance of research on childhood and adolescence. The last few years have made us aware of the need to study longevity and its significance in society. The middle years were left a relatively unexplored portion of the life cycle.

That middle women were affected by constraints other than physical or experiential factors seemed a viable assumption. This assumption was made through personal awareness, experience, observation, and judgement of our present social value structure. During interviews and reports in the literature, women reported feelings of depression, unattractiveness, and unacceptableness. They also felt uncertain as to their worth, identities, plans, and expectations (Harris, 1975; Hoffman, Note 2).

The daily living patterns of women could be delineated into very wide ranges of experiences and manifestations. Thus no one specific theoretical framework or formula could be used in explaining the attitudes and feelings of diverse groups of women. Some women were in the job market all their adult lives, having children in between. Some had families first, and then returned to school or work. Some worked to support their mates and then had families. Some never worked, married, or had children. According to Dibner (Note 3), because of the "varying social clocks and calendars of adult women, age theories are not explanatory" (p. 1) in terms of critical times in the lives of women.

There were those who married young, had children, and were left with the empty-nest syndrome in their thirties. This by itself was not sufficient cause for depression (Neugarten, 1968). On the contrary, Barnett and Baruch (Note 4) felt it was a time to be free. Taylor (1976) rejected the whole concept of the empty-nest syndrome as one formulated by men to justify female inadequacy.

Was the middle woman faced with an endless future, an acceptance and resignation of life's goals past, with planning and anticipation ended? Did she have alternatives?

Bardwick (Note 5) wrote

> ". . .the accelerated rate of value change in this culture provokes a sense that alternatives are available to individuals if they can galvanize motivation and energy . . . especially for traditional, college-educated, middle class women, the emphasis will be on gratifying primarily egocentric needs in the market place." (pp. 4, 6)

Women were confronted with feelings engendered by their experiential conditioning of the pre-space age which now had to be internalized to incorporate an era emphasizing technological, social, psychological, and sexual value changes. The problem then was for women raised within restricted societal structures to adjust to a new society with changing values. Were they even able to recognize these changing shifts? Were they aware of the subtle and not-so-subtle emphasis on strength, youth, and beauty? How did they react to environmental influences in their strata of the society? As one interviewee expressed herself to this researcher, after reading The Summer Before the Dark by Doris Lessing, "I never quite thought about it that way, but now I can see a direct relation between my attitudes and the attitudes of society's thinking."

Brim (1976) cited Levinson, who researched men, whose crises were centered around the concept of "life structure" (p. 9). This implied man's uniqueness to his physical space and personal social system. A specific distinction was made between man's role and his personality. Women, on the other hand, were kept in a constant state of role-flux. They made transitions from daughters, to mothers, to mate-nurturers, to sex providers, to financial contributors, to community innovators, and ofttimes to mother for aging parents. They were constantly changing roles to suit the needs of their nuclear sub-culture, that social structure which included the extended family and immediate surrounding community. According to Harris (1976), their exterior was shed a sufficient number of times to cause them to feel like the "disposable woman" (p. 17).

In the Progress Report of the Social Science Research Council of New York (Note 6), it was stated that the middle years are a relatively unexplored phase of the human life cycle, and for many it may be a time of sweeping changes. It is also questioned whether midlife changes in personality were caused by maturational processes of aging, per se, or by externally stimulated cultural experiences.

Though the psychoanalytic theories expound on personality development being formed in the early years, Jung in 1933 recognized the middle years as a time of psychological unfolding (Campbell, 1971), and in Erikson's eight stages of man, he proposed that the mid-life stage was one of generativity vs. stagnation (Erikson, 1950). Was it not then feasible to look to the present environment and its value shifts as relevant to developmental and emotional change?

Foner (Note 7) discussed age stratification and its implications in social life in terms of class consciousness and class conflict. She suggested that age boundaries remained unclear, since there was an overlap of identification from one age group to another. The identification factor, with specific age cohorts seemed to be of significance to some of the women. Those returning to work or school found themselves in direct contact, or, at times, conflict, with the younger people first entering that stratum of society. Because of chronology, societal views of aging, and experiential differences, the returnees were exposed to a new range of psychological and emotional adjustments. Reich (1971) described a woman past 40 who returned to college and re-defined herself, identifying with her younger classmates to her psychological and physical advantage.

Sommers (1974) wrote that some women found obvious discrimination in the world of work, since employers "reflect their own or community prejudice . . . a woman should be pretty (i.e. young) for certain jobs, such as bank teller, airline hostess, or receptionist" (p. 7). Said Halub (1975) in analysing the same situation, "beautiful young assistants are ego boosters" (p. 174). In writing about businesswomen, Grim (1967) said that the woman who succeeds in business must "look like a girl, act like a lady, think like a man, and work like a dog" (p. 46). How did these attitudes affect middle women who were considering re-entry into the job market? Other women, not in the job market, were manifesting conflicting feelings of identification, contentment, and discontentment. Bardwick (1971) wrote that women re-entering the job market can be frightened as they "can be risking self esteem"(p. 190). Were they reacting to changes generated solely from within themselves as results of their intrapsychic beings; from influences infiltrating from their mini-society; from external environmental factors; or from a combination of all of them?

That the advent of the Women's Movement was responsible for a new awareness of feelings was conceivable. Betty Friedan's The Feminine Mystique (1962), while being met with varying degrees of criticism, nevertheless awakened women and men to a recognition for re-evaluation of some basic precepts and perceptions in terms of socio-sexual and economic values.

The variables of chronology, physical health, and early experiences were not the sole criteria for defining the feelings and attitudinalchanges within women. Cultural dictates and definitions finally loomed as a potent and obvious contributor. As interviews unfolded, the discovery was that external societal role definitions and expectations were creating some of the feelings of depression, anxiety, conflict, and uncertainty. There appeared to be paradoxical expectations within the individuals; a need to feel and be from within their own phenomenological framework at the same time feeling pulled by forces outside themselves. Some women felt the need to conform to role norms set down by their nuclear family and community peers. These middle women tended to develop feelings of guilt if they rebelled against that conformity (Dubrin, 1972; Hoffman, Note 8).

Brim (Note 9) suggested that in viewing one's self-concept, there are forces that lie beyond one's control. These forces deny one the locus of control over one's behavior, specifically past the age of 45 or 50.

Middle women of today were, in effect, denied exposure and gratification during their youth of the 1930s and 1940s. This differs from present young adults, who have more control over their own decisions and explorations. The age norms and sex norms were conferred upon the present middle women by the society during those particular years. The same norms were accepted and extended by the significant others, as well as non-significant others in their environment. This caused some dichotomy between present woman's perception of self and others' perception of her, as she tried to abide within expectational norms. It also produced a recognition that the middle woman was in fact little perceived as an individual with vital, ongoing growth potential in physical, social, sexual, intellectual, economic, and political areas. Instead, she was just there as an entity passing from the stage of young adult to old age. Brim (1976) found this phenomenon in his study of men; and since women live longer than men, was it not cause for concern to women as well? Yet middle women, with all they had to offer, were considered has-beens, while men were seen as being most attractive because of their economic power and success. The older man marries the younger woman with no obvious social impact. The older woman and younger man, when married, are ridiculed (Sommers, 1974). Did middle woman find this latter situation as absurd as society did?

The concept of one's mortality was being redirected from the periphery of the mind to the forefront of it. This created awareness of one's past life, goals not achieved, the advent of impending aging and death--an uncertain future in a culture that did not venerate the elderly (Sommers, 1974; Aldrich, Note 10). Society did not include the elderly into a time-life span of continuity within a familial societal context. How, then, did middle woman deal with this reality of self to accept the inevitability of aging, and also allow for the vast opportunities that still existed in being and becoming?

## Study

The research into environmental causes for the attitudes and feelings of middle women within the variables of their daily lives would be decidedly significant. The middle woman was caught in a culture that represented physical power and beauty as the embodiment of all that was worthwhile and acceptable (Fried, 1976). She had been exposed to developmental changes and expectations of childhood and adolescence, gone through the age-sex norm expectations of selecting school, career, marriage, and their incumbent responsibilities. She had accommodated, adjusted, re-arranged, and re-assigned herself until she could justly question her position in a society that needed only to turn to the New

York Times Magazine section to find her presence blatant by its absence (see Content Analysis, in chapter on Results).

The middle years are a continuum on the scale of life with growth potentials that needed to be reckoned with, not only by woman herself, but by an entire society. To recognize all the selves that constituted woman was just the beginning in establishing where she was and where she was going. Was she an age-sex symbol fulfilling a system of norms which regulated social interaction and appropriate behavior based on the said system? Did she respond to chronological, physiological, and hormonal factors to the extent that her entire personality went through major shifts with each change? Research had shown that hormonal and/or menopausal factors were not cause for significant attitudinal change (Neugarten, 1968; Taylor, 1976). The psychosexual myths that surrounded women and had been perpetuated by followers of Freud had been refuted (Harris, 1975; Taylor, 1976).

Did she have a place in the socio-economic structure that to date had not addressed itself to re-training programs that would incorporate the re-entry of middle people? A need to re-organize and retrain workers becomes a major concern. In the event of the continued economic escalation, there will be continued employment of middle and older people. The congressional decision to raise the retirement age from 65 to 75 years becomes a significant social concern to all of society. Bardwick (1971) and Giele (Note 11) pointed out that the stereotyping of women as to their qualities of nurturing, sensitivity, compassion, and cooperativeness does not give credit to their innovative capacities for awareness of content, responsiveness, disdain for power, and concern for wisdom. These qualities, which cross sex and age differences, will be coveted in a socio-economic society which is and will be reflecting the demographic population shift.

To reiterate the above, therefore, it is important to note that women expressed surprise, recognition, and concern toward the environmental/cultural factors which subtly and insidiously placed them in positions of comparison. They questioned their internalized feelings of being ageless and the externalized societal view that continually reminded them that they needed Geritol. Americans tended to overemphasize youth and belittle the latter part of life (Lindbergh, 1955). Yet it was the middle woman with the economic power who maintained the illusion of youth that the cosmetic industry encouraged (Sommers, 1974). Advertising executives notwithstanding, how did middle woman react to this honestly, within the privacy of her own soul? Did it build self-esteem to keep a youthful appearance? Would she select cosmetic surgery to keep a youthful appearance, since attitudes and feelings were relevant constructs to motivation for such surgery (Hoffman, Note 12)? Middle woman could be in a unique and enviable position of having knowledge, wisdom, experience, health, vitality, and beauty, if she allowed for the integration of all constraints.

The hypothesis, then, sought relationships between the forces of the present youth-worshipping culture, which operated ostensibly against the middle woman, and the actual feelings and attitudes that she held. Was there a direct relationship between her feelings and attitudes about herself and the youth culture? Did the middle woman have to be limited to a time-life cycle within certain age norm perimeters because of external environmental constraints? Was her self-image to be determined and internalized because of the role assigned by the perceptions of others?

If the mass communications media caused women to perceive themselves in a negative way because of the visual stimulation of youth, strength and beauty she needed to re-evaluate and recognize her own worth, growth potentials, inquisitive mind, experience, and mature beauty. Technological changes and advancements, educational opportunities, improved scientific knowledge afforded her the chance for re-assessment. Were women able to challenge the value structure of a society glorifying youth, and turn it to a recognition of their own continuing development? Her health and life expectance allowed her to use age to her advantage. For every 1000 women between the ages of 35 and 44, only two will not survive one year; only four will not survive one year between the ages of 45 and 54; one per cent will not survive between the ages of 55 and 64 (Harris, 1975). Her sexual capacity does not decrease (Gray, 1958; Hite, 1976;

Taylor, 1976), and her attractiveness, desirability, and worthiness have been dictated by a society that has not recognized her.

How then were women's feelings and attitudes affected within the present society that perpetuated value systems through the mass communications media and advertising, by its attitude towards the physical aging process, and by its attitudes of sexism within sexual, social, and cultural roles? A society that emphasized youth, and peripherally recognized the middle year cycle could cause emotional and attitudinal moods and shifts in individuals. This research, then, sought to establish a relationship between attitudes and feelings of the middle woman and the present historical/cultural emphasis on youth.

## Chapter II

## REVIEW OF LITERATURE

The literature on human development involving the years between adolescence and old age has been noticeable by its absence (Levinson, Note 13). The degrees of complexity of the life cycle have tended to focus on childhood and adolescence--only recently on old age. The Social Science Research Council Committee on Work and Personality in the Middle Years (Note 14) believes that the middle years "may encompass major life challenges and may be for many a time of sweeping personality changes" (p. 1). In the view of Riley and Waring (Note 15) problems of age are a social phenomenon, and mid-life crises can occur (Kay, 1974; Sheehy, 1974). Dubrin (1972) also suggested that aging in the present culture is not a process that is looked upon with any degree of optimism. The review of the literature has subsequently been divided between review of academic social science literature and popular social science literature that dealt with the middle years.

The hypothesis of this research was that there existed a relationship between attitudes and feelings of the middle woman, aged 35 to 55, and the present youth-oriented culture. In order to determine the extent of prior research studies that had been conducted on this topic, a search was initiated using the *Lockheed Data Base System*. Descriptions and key words appropriate to the topic were fed into the computer. The results that were returned indicated that no research on the above topic had been done. Consequently, fugitive material was reviewed, as well as research and literature on related topics dealing with the middle years.

## Academic Social Science

While there have been social scientists who have written articles, given addresses, and been involved in some studies on the middle years, the work has been primarily confined to career changes and expectations, psychosocial development, and physiological changes. Furthermore, the investigatory studies dealt mostly with men (Brim, 1976).

What period has in fact been defined as the middle years? The blue collar worker, for example, perceives middle age prior to the white collar worker (Neugarten, 1968). The occupation and achievement level of success and control can be the decisive factor which influences one's perception of how middle age is viewed (Brim, Note 16). Also, what has now become a theoretical issue is the extent to which the middle years produce changes or crises. If such crises exist, are they due to the maturational process, chronology, environmental experiences (S.S.R.C., Note 17), or a combination of all factors?

The environment and its economic demands have significant repercussions for the middle person. Belbin, E. and Belbin, R. (1968) did a study in France, England, Sweden, and Poland to ascertain the efforts of those countries toward a restructuring of thinking, in retraining the middle-aged worker in the industrial society. The Belbins found certain problems existing, such as speed factors, acquiring new skills that required memorizing, and the inability to discard prior learned responses.

Continued learning through adult life was found to be advantageous in retraining, for the longer one is away from learning, the stronger the temptation toward avoidance of new routines and mental discipline becomes. The Belbins concluded that though age discrimination still existed due to notions that older pesons cannot extend or adapt and modify behavior, this could be refuted and overcome by instituting adequate programs, modifying the environment, and identifying new job facilities. Has our society awakened to the needs of the middle person, and the transitions that have to be identified?

Addressing themselves to life's transitions, Levinson, Darrow, Klein, Levinson, and McKee (1978) conducted a psycho-social developmental study of men, and emphasized the importance of doing similar studies on women. The four-year study sampled 40 men in the 35-45 year age bracket. It dealt with their life structuring, their transitions and relationships, and their own soul searching as they went through a process of "restabilization . . . the outcome of the mid-life transition" (p. 159).

While Levinson _et_ _al_. (1978) questioned on actual mid-life crises, they suggested that man's "inner forces led him to drastically change his structure" (p. 142). During the period of life from 35-39, man still feels imposed on by others. He is looking to become his own man and be accepted by society. When he reaches the mid-life transition after 39, the crisis he may encounter evolves around the questioning of this structure, and the future that faces him, such as his own mortality and aging.

Peck (1968) found that depression did occur. He concluded, in his study of middle age depression, that depression in men was based on reliance of their self-definition in terms of physical power, rather than mental processes. His male subjects ranged in age from the late 30's to the later 40's. He acknowledged that, in America, attractiveness is defined as looking young. Consequently, in the personality analysis he used, it was found that those who were depressed relied on physical power. Those who were more successful worked on solving problems through mental processes.

Therefore, one could justifiably ask whether women felt the same effects at the loss of physical power and beauty in a society that emphasized social, phychological, and sexual changes (Hite, 1976). The research had not provided any data, but one could project that the possibility existed.

Among the social scientists who had concentrated on the problems of aging and the middle years, one who had specifically included women in her studies had been Neugarten. Neugarten, Moore, and Lowe (1968), in studying expectations of age-appropriate behavior and social interaction, conducted an experiment with middle class men and women of middle age. The authors asked for personal opinions of the respondents, and what they thought were the opinions of significant others. They found some lack of congruence between norms thought to be operating in society and norms personally accepted as valid. The respondents attributed "greater stricture to age norms in the minds of the others" (p. 27). This implied that they were more open-minded regarding age than they perceived the others to be. As persons age, they become more aware of age discrimination and the social sanctions of such discrimination.

A study using the Thematic Apperception Test was done by Neugarten and Gutman (1968). It delineated personality characteristics such as dominance-submissiveness, altruism, assertiveness, and passivity, in given pictorial figures. The respondents ranged in age from middle age to old age. The implications of the study were that there were personality changes in the years between 40 and 70, with women "becoming more tolerant of their aggressiveness as they age, and men more tolerant of their need for nurturance" (p. 71).

It was stated that the projective technique has its roots in "intrapsychic determinants, expectations, experiences, and perceptions" (p. 59). The study, however, did not differentiate the respondents' own egos and personalities, in that they distributed characteristics to various figures rather than to themselves.

Neugarten (1968) also felt that the middle years bring about a reassessment of the self, and chronology alone is not necessarily the significant factor for such assessment. She interviewed 100 highly successful men and women between the ages of 45 and 55. They were found to have more satisfactions in life since "middle adulthood is the period of maximum capacity and ability to handle a highly complex environment and highly differentiated self" (p. 97). The successful middle person feels as if he/she is in command.

How did women, other than the highly successful, feel in their daily lives within the social system that influenced them? Williams and Loeb (1968) proposed concepts that would cover degrees of adaptation, adjustment, and success in the aging process on subjects on a day-to-day basis rather than on a retrospective long-range study.

Though certain satisfactions were found among middle women, it seemed to be the consensus that historic events and society are organized by age and that personality changes are directly related to life events as they occur (Neugarten, 1968).

If our society has indeed dictated age-appropriate behavior, was middle woman conflicted because of her conformity or lack of conformity to it? Clock (1968) researched the theorists in the field--Freud, Fromm, Honigmann, and Allport. They varied in views of personality being formed in early childhood to the view that personality is suffiently complex to grow out of systems that are independent of each other.

One of these systems, our culture, and its shifts in values caused an uncertainty toward aging in women (Bardwick, Note 18). She addressed herself to roles that were "sociological or fulfilling" and those that were "psychological or controlled/controlling" (p. 3). In these respects, she recognized that while there was an internalized self that was unvarying (a youthful self), other people informed us that we were no longer young. She favored the need to create a new sense of future, with continuous development.

One of the leading figures in human development who recognized a continuity of growth in the life cycle was Erikson. Erikson (1963) differentiated eight stages of Man. The stage of generativity was his designation for the mature adult. He emphasized that mature adults now had the responsibility of guiding the next generation, because of an expansion of ego interests. If specific adults failed in this age role schedule, they could become involved in personal impoverishment or stagnation.

Lowenthal and Weiss (1976), in studying intimacy in adults, seemed to diverge from Erikson's theory of specifically differentiated stages. They suggested a continuing growth orientation, with "a waxing and waning of intimacy and a varying of rhythms between the sexes" (p. 14). Their study revealed the need for one or more mutually intimate dyadic relationships in order for the adult to achieve a satisfying life. The desire for reciprocal intimacy and emotionality was expressed more frequently by women. One could wonder, then, whether middle woman was adversely affected by the visual stimulation of a mass media that projected intimacy and communication only between the youthful, beautiful people, while she knew that she had the capacity for varying intimate relationships.

Campbell (1971) wrote of Jung's view of the middle period of life as one of great psychological importance and one of great unfolding. He saw it as a time when man begins to look at himself and see how his life has been. He suggested that "to linger too long in the youthful attitude produces a division of the will" (p. 168). He also said that "the secret of psychic development . . . is a question of individual capacity" (p. 177).

Given woman's role in history, did she have this capacity for development? Horney (1967) suggested that adherence to traditional roles could cause conflicts in women. This adherence fulfilled certain functions for society and the individual. For the woman "and her lowered self-esteem for centuries" (p. 183), this adherence relieved her of the challenge of cultivating other abilities. This, therefore, caused struggles against both external opposition and internal intensification of the traditional role. The conflicts and effects caused women to respond in different manners. Could not present historical/cultural values also exacerbate conflicts and the possibility of crisis?

Lowenthal, Thurnher, and Chiriboga (1976) described character traits of men and women at four different stages: high school, young marrieds, post-parental, and pre-retirement. They distinguished the middle-aged woman from others in terms of unhappiness, absentmindedness, and restlessness. This could have suggested distress. The distress was not found to be due to the children's leaving home, nor to the menopausal process. Lack of well-being is complex, and centers on "relations with the spouse" (p. 73), as well as on the individual's self-image, as influenced by significant others and interpersonal relations. They found less stress among men and women with a high self-image.

Therefore, the projection of a self-image other than the one perceived by one's self could cause diminished satisfaction. If women tried to project an image which they believed was the present societally acceptable one, that could be a cause for attitudinal change and/or distress.

Women approaching post-parental stages also showed signs of desperation. They expressed desire for personal growth and a wish to break out of family confines. In a "youth-oriented society they could envisage few realistic possibilities for doing so" (p. 236).

## Popular Social Science

The concept of a youth-oriented society impinging on the fulfullment of growth and development had been expressed by the writers of popular social science literature. The popular literature in recent years had produced some books on the role of women in society. It was suggested that the role of woman has been more complex. Sheehy (1974) contended that entering middle years in a youth-oriented culture created false expectations that might have worked as a youth, but lose their relevance with aging, since the rest of life has to hold its own significance. She recognized that environmental influces could cause distress, but did not specify how individual attitudes were delineated.

LeShan (1973) felt a personal, positive effect of the openness, honesty, and cynicism of youth. She did not address herself to other women's specific inner feelings in relation to the physical aging process, sexual/cultural roles, or the effects of exposure to the mass communications network that inundated women with youthful representations. She did, like Sheehy, feel that unhappiness could be the result for those who do not change their values, and do cling to those values held during youth.

The Boston Women's Health Book Collective (1976) stated that it might be hard to grow older in a society that worshipped youth, but stereotypes must be challenged. Social and economic forces that "falsely glorify youth" (p. 335) must also be challenged. Women could be of value to themselves and society as they grew in wisdom and experience.

Did women cling to youthful values that led to attitudinal changes and possible resentments or frustrations? Or did middle women overlap in identification of age boundaries from one age group to another (Foner, Note 19) without negative effects?

Harris (1975) wrote about the mature woman as presently being "a new species with insufficient research in the behavioral arena" (p. 237). She recognized that middle woman was daily subjected to the youth-worship of our culture, and that she measured herself by the "ornamental values she had that attracted men and reassured them of their potency" (p. 13). Harris denounced the media for lack of representation of the mature woman, and said that "one searches the magazines for women past first youth in vain" (p. 18).

She also contended that our culture did not subscribe to the truth that "mature women could be sexually desirable" (p. 147), and that the double standard of aging that accepted the older man as attractive was a distinct disadvantage to women. All this caused women to be preoccupied with appearance.

Fried (1976) wrote observational narrative, but offered no significant researched data to validate her thinking that middle woman was affected by culturally induced influences. She found society to be geared to youth, offering no role support for the middle person. This caused feelings of alienation. She observed a loss of self-esteem in Americans, where this esteem was continually being appraised in terms of the idea, "he/she looks so young."

The glorification of youth seriously undermined the value and worth of maturity. Middle women were continually being reminded, in songs, stories, standards of beauty, fashions, and hair-styles, that they owed it to themselves to look young. Fried saw this as a "social conspiracy to make youth last a lifetime" (p. 77).

Since youth could not last a lifetime, were middle women responding to a retention of youth to maintain self-esteem regardless of chronology? That middle years are one aspect of the continuum of the life-cycle and ought to be recognized as such in our society was a recurrent theme in the literature.

Could there be a sense or feeling of continuing in a society that seemingly accepted only the young as being vital and desirable? What did middle women actually feel about being exposed to a constant reference of a youth-oriented culture? Research to determine the relationship between the culture and the feelings and attitudes of middle women would provide some answers.

## Chapter III

## METHODOLOGY

After techniques of content analysis and interviews (described in procedures), a descriptive research method was used to determine the relationship between the orientation of feelings and attitudes of the middle woman between the ages of 35 and 55 and the present youth oriented culture. That specific age span was selected because of the various references to middle years that were found in the literature. Hiltner (1974) suggested the existence of "a shift in personal values during middle years, 35 to 50" (p. 28). Brim (1976) suggested a mid-life period between 40 and 60, when at age 50 one may even begin to feel a loss of control within the society. Sheehy (1974) indicated that women of 35 begin to notice mid-life physical changes. It, therefore, seemed appropriate to choose the ages between 35 and 55 for this research, and refer to women in that age category as middle women.

The instrument that was selected for the research was an attitudinal survey (Appendix B). The results which yielded non-disguised structured responses were fed into a computer which provided frequencies and percentages for the total responses. Several statements, or attitudinal variables, within the categories of mass communications media and advertising, physical aging process and sexism in sexual, social, and cultural roles, were then cross-tabulated with variables of age, marital status (married, single, formerly married), and occupation (working, non-working). This was done to determine if attitudinal differences existed among the women within the varying cohorts. Since Chi-squares were computed with the cross-tabulation frequency distributions, differences of any significance between the variables will be discussed.

The results were represented by tables of frequencies and percentages. Narrative was used for further clarification of results.

## Subjects

The subjects were 100 women chosen at random from a sample population in a middle to upper middle class suburban area adjacent to a large metropolis. The respondents were recruited from educational, mental health, and community facilities.

The chairpersons of a philanthropic organization, the high school P.T.A., a mental health service, and a graduate course were contacted. They provided lists of 40, 105, 55, and 45 names, respectively. The names from the different groups were placed on colored cards to distinguish them from each other. They were then distributed into four containers. From the containers, 20 names were randomly chosen from the first group, 40 from the second, 20 from the third, and 20 from the fourth.

## Procedures

Prior to the construction of the attitudinal survey, the technique of content analysis of the New York Times Magazine over a period of six months (from June, 1977 through November, 1977) was employed. The New York Times Magazine was selected, as it was the news chronicle most widely read by the sample population of this study. This was discovered at meetings and personal interviews. One reason for using this technique, was that according to Borg and Gall (1976), content analysis is "very well suited" (p. 257) to a small sample.

The main objective to be achieved by the content analysis was to determine if women past the prime of youth were represented in a reputable newspaper. Establishing an objective is of primary importance according to Borg and Gall (1976). They also stated that "trends . . . as reflected in newspapers . . . would involve a very large volume of material . . . a sampling technique would then be used to reduce the content to be analyzed" (p. 254). Consequently the sample representations selected were those over a six months period since the study was being limited to within a given time period.

It was also recognized that content analysis of mass communications is a good source for determining references to sexism, and could easily be measured in frequencies and percentages (Selltiz, 1976). The selection of the one specific newspaper, besides being the one to which the women were exposed, was that "a realistic sample should not weigh an obscure journal equally with a giant metropolitan daily" (p. 393).

Therefore the content analysis consisted of a thorough search of photographic advertisements and articles which included middle women.

One purpose of this search was to determine the number of times women obviously in the middle year age group, in the opinion of the researcher, were represented. The findings of this search appear in the chapter on Results. Another purpose of the content analysis was to determine the number of articles that were specifically endemic to the middle woman, as opposed to articles dealing with other age groups, socio-economic areas, politics, culture, and/or general interest. Data from this search also appears in the chapter on Results.

As an outgrowth of what was observed by the content analysis of the New York Times Magazine, it was thought important to interview women about their feelings and attitudes in relation to the youth-oriented culture. The interview method in descriptive research is unique in that it affords direct verbal contact (Borg, 1971). It also provided the respondents with the opportunity to express personal opinions that were not being judged or revealed to others (Selltiz, 1976).

At a local community meeting of over 50 women where the research project was discussed, ten women from those expressing interest were randomly selected. The interviews then took place in their homes.

The categories for discussion suggested by the researcher were mass communications media and advertising, the physical aging process, and sexism in sexual, social, and cultural roles. The interviewees were seen for two one hour sessions and were encouraged to express themselves in a free-flowing manner. At that time, no names or vital personal data were requested. This created a relaxed, non-threatening atmosphere. It put many respondents sufficiently at ease to volunteer personal information.

After the content analysis and interviews, a pilot study was created, consisting of 267 questions and statements. Also asked for were comments and suggestions. For the pilot study, a rating scale extending from 1 to 5 was used. The choices were the following: Strongly Agree, Agree, Not Applicable, Disagree, and Strongly Disagree. Also used were single choice responses. The pilot study was mailed to 20 women selected at random from the original group of those women who had expressed interest in the research. A cover letter was mailed with it, explaining the purpose of the survey and guaranteeing anonymity.

The pilot study, which yielded responses, comments, and suggestions, proved most useful in formulating the final survey. The pilot study subsequently allowed for the elimination of statements that required perceptualization and intellectualization, and underscored those statements that reflected attitudes and feelings. It also helped to organize and simplify statements and to select the most appropriate type of rating scale for the final survey. It was also felt that the anonymity offered by the survey allowed for more honest reflection and responses on the part of the respondents.

The responses to the pilot study further emphasized, in this researcher's opinion, that a relationship did exist between attitudes and feelings and the cultural environment that impinged on the individual, causing emotional shifts. These shifts change, depending on the historic calendar as well as the life calendar. Periods in one's life create value and attitudinal changes, just as the historical period in which one goes through the life cycle creates value changes.

The present historical/cultural period, therefore, with its emphasis on youth, appeared to be a cause for attitudinal shifts and changes in the middle woman. The emphasis on physical, psychoanalytical, hormonal, and chronological causes, then became only a segment in the entire spectrum of the emotional and attitudinal changes in the middle woman.

## Construction of the Final Survey

Upon the return of the 20 pilot study surveys, an analysis of the responses was made. The final survey statements were selected from those responses that represented 50% or more that agreed/agreed strongly or disagreed/

disagreed strongly. Other final survey statements were devised where 50% of more of the respondents made comments or suggestions that represented a specific attitude or feeling which fell within one of the categories of mass communications media and advertising, the physical aging process, and sexism in socio-cultural roles.

Final survey statements that were eliminated were those where 50% or more of the respondents did not respond to a given statement or considered a statement not applicable. Also deleted were statements which were deemed repetitious or confusing by 50% or more of the respondents.

The final survey, consisting of 120 statements, was mailed to the 100 women described above. A cover letter was included (Appendix A), explaining the purpose of the survey and again guaranteeing anonymity to the respondents.

The profile of the respondents was coded as follows:

| | |
|---|---|
| Age Variable | Given Age |
| Marital Status | 1=Married<br>2=Single<br>3=Formerly Married |
| Occupation | 1=Working<br>2=Not Working |
| Children | 1=At Home<br>2=Out of Home<br>3=No Children |
| Highest Education | 1=High School<br>2=College<br>3=College Graduate<br>4=Postgraduate |

| | |
|---|---|
| Total Family Income | 1= under $20,000 per year<br>2=$20,000-$30,000 " "<br>3=$30,000-$40,000 " "<br>4=$40,000-$50,000 " "<br>5= over $50,000 " " |
| Ethnicity | 1=White<br>2=Black<br>3=No Response |
| Religion | 1=Catholic<br>2=Jewish<br>3=Protestant<br>4=No Response |

The responses were in the form of degrees of feeling on a rating scale. The rating scale offered the following choices:

0=Not Applicable*
1=Agree Strongly or Feel Always
2=Agree or Feel Sometimes
3=Disagree or Feel Almost Never
4=Disagree Strongly or Feel Never

* Very few statements offered this choice, as the researcher's purpose was to encourage a response.

The values were coded and corresponded to the above numbers.

Since the study was conducted on a limited population of middle to upper middle class women in a suburban area close to a large metropolis, the results were purported to have validity only for a similar population in the United States. As Selltiz (1976) stated, " . . . study of a small number of cases . . . may be extremely valuable" (p. 503).

In summary, the methodology used for this study was descriptive research in the form of an attitudinal survey. The steps in establishing the survey were the following:

first, content analysis of the New York Times Magazine to determine one form of mass media exposure given to middle women in advertisements, and the recognition of middle women in articles published; second, interviews with ten women, which provided direct contact in a relaxed atmosphere in order to understand feelings and attitudes toward the present youth-oriented culture; third, a pilot study of 20 women, which helped to clarify and concretize the items for the final survey.

In Chapter IV, the results of the content analysis of the New York Times Magazine and the results of the survey and cross-tabulation distribution will be presented.

## Chapter IV

## RESULTS

This chapter first presents the results of the content analysis of the New York Times Magazine. The results of the survey and the cross tabulation distribution of selected attitudinal variables and profile variables will follow. Of the 100 surveys distributed, 63% were returned.

### Content Analysis--Representative Photographs

The New York Times Magazine, over a period of six months, from June 1977 through November 1977, was used to determine whether the youth and beauty phenomenon existed and was perpetuated through the potent means of a large metropolitan paper.

A careful screening revealed 692 photographic advertisements in which women appeared. While the determination of the age of the models was based on subjective observation of the researcher, this did not appear to cause any conflict. Where there was a possibility of definitive age differentiation between a woman under 35 and a middle woman, as defined by this research, it was noted.

In fashion, cosmetic, and jewelry photography, models were young, beautiful, and thin. In the advertisements for furs, there were five women who could have been in the 30 year age category. One particular fur manufacturer uses only famous older women, who are described as "legends".

In the six-month period, two such women appeared, as did one for a perfume ad. Only one woman who could have been in her early middle years represented a diamond company.

In the same six month period, there were only three advertisements by two manufacturers who designed clothing for the larger-sized woman. In the issues of August 29, 1977, and October 16, 1977, one of the manufacturers had two ads which stated, "men respond to women for a lot more important reasons than the narrowness of her hips" (p. 66, p. 11). One of the models could have been in her early middle years, and the other was a young woman who wore a large size.

In photographic advertisements of home furnishings and food products, there were six women in their middle and older years represented in family settings. Also in couple or family settings representing recreational activities, there were ten women who were in their middle or older years.

In eleven advertisements of a specific business enterprise showing employees of the company, at least one middle-aged woman appeared in each ad. In two cigarette ads depicting women, each one had an older woman.

In fashion photographs of children's clothing, two advertisements showed the mothers of the children. The two women appeared to the researcher to be in their early thirties.

Since middle women could have specific feelings and attitudes toward age differentiation between the sexes (see Table 9, Attitudinal Variables #26, 27, and 25), advertisements presenting men were noted. There were four ads which showed young women admiring older men. There were none with the reverse representation.

Of the analysis of the 692 photographs, only 41, or 5.9% showed women past the prime of youth. Of those, three were internationally famous women. Therefore, 38, or 5.4%, of all photographic advertisements during the six month period depicted women in the middle year category. Of the 38, 21 were shown as part of a family or group for public relations purposes, as opposed to modeling a specific product. Consequently, 17, or 2.4%, of all fashion, jewelry, and cosmetic models represented could have been categorized as young-middle women. All other female representations personified youth.

## Content Analysis--Representative Articles

In order to determine whether information specifically related to the middle woman, as defined by this research, was presented in the New York Times Magazine, the articles for the same six month period were analyzed.

While some or all articles are of interest to all ages, this analysis specifically sought articles endemic to the social, cultural, political, educational, economic, vocational, and physical life-styles of middle women (aged 35-55), who, by the statistics of the Census Bureau, comprised

21.8% of the total population (Statistical Abstract, 1977).

Of the 293 articles, one related to a woman political figure, two concerned social issues of parenting, three involved cultural aspects of fashion, art, and literature; three articles concerned with the medical and physical conditions of men and women were included, and one sociological article relating to man's view of women was presented.

Consequently, six articles out of 293, or 2.05%, were about middle women per se. Four, or 1.3%, included middle women. None of the other articles referred to this specific population, while in contrast, 32 articles, or 10.9%, made reference to young women. Of the remaining 251 articles, it was not necessary to indicate specific percentages since the search was relevant to articles pertaining to middle women. However, of the remaining articles almost half of them dealt with male involvements within various areas of life, and the rest were of general interest.

This data did not appear to reflect sufficient societal recognition of a significant proportion of the population. Middle women did indeed express attitudes and feelings regarding society's understanding and acknowledgement of their needs (see Table 9, Attitudinal Variables #72, 112, 113, and 114).

## Table 1

## Age of Respondents at Last Birthday

| Value | Frequency | Percentage* |
|---|---|---|
| 32 | 1 | 2 |
| 34 | 5 | 8 |
| 35 | 8 | 12 |
| 36 | 1 | 2 |
| 37 | 2 | 3 |
| 38 | 1 | 2 |
| 39 | 3 | 4 |
| 40 | 3 | 4 |
| 41 | 1 | 2 |
| 42 | 6 | 9 |
| 43 | 4 | 6 |
| 44 | 1 | 2 |
| 45 | 6 | 9 |
| 46 | 4 | 6 |
| 47 | 1 | 2 |
| 48 | 4 | 6 |
| 49 | 5 | 8 |
| 51 | 1 | 2 |
| 52 | 1 | 2 |
| 53 | 2 | 3 |
| 54 | 1 | 2 |
| 55 | 2 | 3 |

* Percentages have been rounded out so that the total will be 100%.

N=63

Mean=42.650

Standard Deviation=6.185

## Table 2

## Marital Status of Respondents

| Value | Frequency | Percentage* |
|---|---|---|
| 1 | 47 | 74 |
| 2 | 8 | 13 |
| 3 | 8 | 13 |

N=63

1=Married

2=Single

3=Formerly Married

*Percentages have been rounded out so that the total will be 100%.

## Table 3

## Occupation of Respondents

| Value | Frequency | Percentage* |
|---|---|---|
| 1 | 46 | 73 |
| 2 | 17 | 27 |

N=63

1=Working

2=Not Working

* Percentages have been rounded out so that the total will be 100%.

## Table 4

## Residence of Respondent's Children, If Any

| Value | Frequency | Percentage* |
|---|---|---|
| 1 | 50 | 79 |
| 2 | 2 | 3 |
| 3 | 11 | 18 |

N=63

1=Children at Home

2=Children Out of Home

3=No Children

* Percentages have been rounded out so that the total will be 100%.

## Table 5

## Level of Education Attained by Respondents

| Value | Frequency | Percentage* |
|---|---|---|
| 1 | 3 | 5 |
| 2 | 9 | 14 |
| 3 | 11 | 17 |
| 4 | 40 | 64 |

N=63

1=High School

2=College

3=College Graduate

4=Post College

* Percentages have been rounded out so that the total will be 100%.

## Table 6

## Family Income of Respondents

| Value | Frequency | Percentage* |
|---|---|---|
| 1 | 2 | 3 |
| 2 | 15 | 24 |
| 3 | 15 | 24 |
| 4 | 7 | 11 |
| 5 | 24 | 38 |

N=63

1=Under $20,000 per annum

2=Between $20,000 and $30,000 per annum

3=Between $30,000 and $40,000 per annum

4=Between $40,000 and $50,000 per annum

5=Over $50,000 per annum

* Percentages have been rounded out so that the total will be 100%.

## Table 7

## Ethnicity of Respondents (Optional)

| Value | Frequency | Percentage* |
|---|---|---|
| 1 | 31 | 49 |
| 2 | 2 | 3 |
| 5 | 30 | 48 |

N=63

1=White

2=Black

5=No Response

*Percentages have been rounded out so that the total will be 100%.

## Table 8

## Religion of Respondents (Optional)

| Value | Frequency | Percentage* |
|---|---|---|
| 1 | 6 | 9 |
| 2 | 37 | 59 |
| 3 | 2 | 3 |
| 5 | 18 | 29 |

N=63

1=Catholic

2=Jewish

3=Protestant

5=No Response

* Percentages have been rounded out so that the total will be 100%.

## Attitudinal Variable Results

Table 9 reflects the entire survey of attitudes and feelings of middle women in the categories of Mass Communications Media and Advertising (Variables 1-32), the Physical Aging Process (Variables 33-77), and Sexism in Social, Sexual, and Cultural Roles (Variables 78-120).

### Mass Communications Media and Advertising

When asked whether middle women are portrayed accurately in TV and cinema (Variable 2), 72% of the respondents felt that there was an inaccurate portrayal. 98% felt that there should be a more honest representation of their abilities (Variable 9). They agreed by 96% that middle women should be more honestly represented as to sexual desires.

Variables 4, 5, 6, and 7 deal with middle women having romantic leads, the objection to the pairing of older men and younger women, the objection to the lack of pairing of middle women and younger men, and middle women being given major theatrical romantic roles. The responses were in agreement by 93%, 53%, 68% and 95%, respectively. Sixty-seven percent said they could identify with young romantic leads (Variable 3). This seemed to indicate that though there was a lack of appropriate role models, and an objection to that lack (Variable 8), romantic feelings and arousal was present (Variable 87).

Variable 12 indicates a 77% objection to popular women's magazines focusing on young adults. They agreed by 90% that magazines ought to represent middle women (Variable 13).

That advertisements attract attention (Variable 14) and influence thinking (Variable 20) was agreed upon by 87% and 60%, respectively. Though 93% agreed that middle women should advertise products intended for them (Variable 18), and 60% were bothered by advertisements that showed only young, pretty women (Variable 17), 60% used beauty products advertised by the young (Variable 15). However, 85% disagreed with the statement that the products would do for them what the models claimed (Variable 16).

While 69% of the women felt that designers did not create for them (Variable 25), and 68% objected to youthful models advertising clothes for the middle woman (Variable 23), 76% were influenced by youthful styles of dress (Variable 28). Seventy-nine percent, however, would buy clothing modeled by a middle woman (Variable 24).

Though 84% of the respondents objected to the lack of middle women in the mass communications media (Variable 8), the above figures would seem to indicate that the exposure to youthful representations had an effect on their feelings and attitudes and their consequent behavior.

### Table 9

### Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 1. am influenced by mass media | 1 | 9 | 14 |
| | 2 | 42 | 67 |
| | 3 | 11 | 17 |
| | 4 | 1 | 2 |
| 2. media portray middle women accurately | 1 | 0 | 0 |
| | 2 | 16 | 25 |
| | 3 | 32 | 51 |
| | 4 | 14 | 22 |
| | 5 | 1 | 2 |
| 3. can identify with young romantic leads | 1 | 14 | 22 |
| | 2 | 28 | 44 |
| | 3 | 15 | 24 |
| | 4 | 5 | 8 |
| | 5 | 1 | 2 |
| 4. middle women should have romantic leads | 1 | 22 | 35 |
| | 2 | 37 | 58 |
| | 3 | 3 | 5 |
| | 4 | 0 | 0 |
| | 5 | 1 | 2 |
| 5. object to older male stars with young leading ladies | 1 | 14 | 22 |
| | 2 | 20 | 32 |
| | 3 | 23 | 36 |
| | 4 | 5 | 8 |
| | 5 | 1 | 2 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

## Table 9 continued

### Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 6. object to lack of middle women portrayed with younger men | 1 | 20 | 32 |
| | 2 | 23 | 36 |
| | 3 | 13 | 21 |
| | 4 | 6 | 9 |
| | 5 | 1 | 2 |
| 7. middle women can be romantic leads | 1 | 34 | 54 |
| | 2 | 26 | 41 |
| | 3 | 1 | 2 |
| | 4 | 0 | 0 |
| | 5 | 2 | 3 |
| 8. object to lack of middle women portrayed in mass media | 1 | 23 | 36 |
| | 2 | 30 | 48 |
| | 3 | 6 | 10 |
| | 4 | 2 | 3 |
| | 5 | 2 | 3 |
| 9. middle women's abilities should be represented more honestly | 1 | 43 | 68 |
| | 2 | 19 | 30 |
| | 3 | 0 | 0 |
| | 4 | 0 | 0 |
| | 5 | 1 | 2 |
| 10. middle women's desires should be represented more honestly | 1 | 44 | 70 |
| | 2 | 17 | 27 |
| | 3 | 2 | 3 |
| | 4 | 0 | 0 |
| | 5 | 0 | 0 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 11. object to only famous middle women being represented attractively | 1 | 27 | 43 |
| | 2 | 23 | 36 |
| | 3 | 8 | 13 |
| | 4 | 1 | 2 |
| | 5 | 4 | 6 |
| 12. object to women's magazines focusing on the young adult | 1 | 24 | 38 |
| | 2 | 25 | 40 |
| | 3 | 13 | 20 |
| | 4 | 1 | 2 |
| | 5 | 0 | 0 |
| 13. would like to see magazines represent women like me | 1 | 34 | 54 |
| | 2 | 23 | 37 |
| | 3 | 2 | 3 |
| | 4 | 2 | 3 |
| | 5 | 2 | 3 |
| 14. advertisements attract my attention | 1 | 1 | 19 |
| | 2 | 43 | 68 |
| | 3 | 6 | 10 |
| | 4 | 2 | 3 |
| | 5 | 0 | 0 |
| 15. I use cosmetics advertised by young women | 1 | 8 | 13 |
| | 2 | 30 | 48 |
| | 3 | 18 | 28 |
| | 4 | 5 | 8 |
| | 5 | 2 | 3 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 16. beauty products do for me what model claims they do for her | 1 | 1 | 2 |
| | 2 | 8 | 13 |
| | 3 | 28 | 44 |
| | 4 | 26 | 41 |
| | 5 | 0 | 0 |
| 17. bothered that only young women advertise beauty products | 1 | 16 | 26 |
| | 2 | 22 | 35 |
| | 3 | 14 | 22 |
| | 4 | 9 | 14 |
| | 5 | 0 | 0 |
| 18. middle women should advertise beauty products recommended for them | 1 | 27 | 43 |
| | 2 | 32 | 50 |
| | 3 | 2 | 3 |
| | 4 | 1 | 2 |
| | 5 | 1 | 2 |
| 19. would use beauty products advertised by middle women | 0 | 12 | 19 |
| | 1 | 17 | 27 |
| | 2 | 25 | 39 |
| | 3 | 8 | 13 |
| | 4 | 1 | 2 |
| | 5 | 0 | 0 |
| 20. advertising influences my thinking | 1 | 5 | 8 |
| | 2 | 33 | 52 |
| | 3 | 20 | 32 |
| | 4 | 5 | 8 |
| | 5 | 0 | 0 |

*Percentages have been rounded out so that the total will be 100%.

N=63

0=Not Applicable or No Opinion
1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage |
|---|---|---|---|
| 21. object to young women in ads for vitamins for middle women | 1 | 18 | 28 |
| | 2 | 30 | 48 |
| | 3 | 9 | 14 |
| | 4 | 5 | 8 |
| | 5 | 1 | 2 |
| 22. would go to a spa to stay attractive | 1 | 15 | 24 |
| | 2 | 24 | 38 |
| | 3 | 12 | 19 |
| | 4 | 10 | 16 |
| | 5 | 2 | 3 |
| 23. object to young women in ads for clothing for middle women | 1 | 18 | 28 |
| | 2 | 25 | 40 |
| | 3 | 17 | 27 |
| | 4 | 3 | 5 |
| | 5 | 0 | 0 |
| 24. would buy clothing advertised by middle women | 1 | 15 | 24 |
| | 2 | 35 | 55 |
| | 3 | 9 | 14 |
| | 4 | 3 | 5 |
| | 5 | 1 | 2 |
| 25. believe designers create for me | 1 | 3 | 5 |
| | 2 | 16 | 25 |
| | 3 | 26 | 42 |
| | 4 | 18 | 28 |
| | 5 | 0 | 0 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

## Table 9 Continued

## Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 26. would like to see ads with young man admiring middle woman | 1 | 19 | 30 |
| | 2 | 21 | 34 |
| | 3 | 14 | 22 |
| | 4 | 7 | 11 |
| | 5 | 2 | 3 |
| 27. object to ads with young woman admiring an older man | 1 | 13 | 21 |
| | 2 | 23 | 36 |
| | 3 | 19 | 30 |
| | 4 | 6 | 10 |
| | 5 | 2 | 3 |
| 28. am influenced by youthful dress styles | 1 | 9 | 14 |
| | 2 | 39 | 62 |
| | 3 | 12 | 19 |
| | 4 | 3 | 5 |
| | 5 | 0 | 0 |
| 29. am influenced by youthful jewelry styles | 1 | 5 | 8 |
| | 2 | 29 | 46 |
| | 3 | 20 | 32 |
| | 4 | 7 | 12 |
| | 5 | 2 | 3 |
| 30. resent having to select from youthful styles | 1 | 9 | 14 |
| | 2 | 21 | 33 |
| | 3 | 26 | 41 |
| | 4 | 4 | 7 |
| | 5 | 3 | 5 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 31. am influenced by hair styles shown on young models | 1 | 6 | 10 |
| | 2 | 23 | 36 |
| | 3 | 23 | 36 |
| | 4 | 10 | 16 |
| | 5 | 1 | 2 |
| 32. young women are portrayed as sex symbols | 1 | 25 | 40 |
| | 2 | 29 | 46 |
| | 3 | 4 | 6 |
| | 4 | 1 | 2 |
| | 5 | 4 | 6 |
| 33. some tensions are due to cultural expectations | 1 | 33 | 52 |
| | 2 | 29 | 46 |
| | 3 | 0 | 0 |
| | 4 | 0 | 0 |
| | 5 | 1 | 2 |
| 34. am under more tensions now than earlier | 1 | 24 | 38 |
| | 2 | 14 | 22 |
| | 3 | 20 | 32 |
| | 4 | 5 | 8 |
| | 5 | 0 | 0 |
| 35. emphasis on strength and beauty can cause depression | 1 | 18 | 29 |
| | 2 | 30 | 48 |
| | 3 | 7 | 11 |
| | 4 | 6 | 9 |
| | 5 | 2 | 3 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

The Physical Aging Process

Variables 36, 49, and 50 deal with concerns about the respondents' health, aging, and losing physical capacities, and losing mental capacities. The responses showed concern by 68%, 72%, and 63%, respectively. If the percentages appear low, the figures could have significance in the fact that 38% of the respondents were 40 years of age or under. Forty-four percent of the respondents were concerned about the menopausal process (Variable 37), while 84% believed that there were false beliefs related to it (Variable 38).

While 60% did not see themselves as aging (Variable 42), and 79% felt age was no deterrent to future plans (Variable 62), 58% believed they were viewed as middle-aged (Variable 60). They felt aging limited their position in society (Variable 66), their job opportunities (Variable 67), their social opportunities (Variable 68) and their sexual opportunities (Variable 69) by 52%, 66%, 60% and 60%, respectively.

The belief that cultural/environmental conditions could cause tensions (Variable 33) was agreed upon by 98% of the respondents. They agreed by 76% that emphasis on physical strength and beauty can cause feelings of depression.

While 52% would not want to be young again (Variable 43), 93% would like to look young (Variable 44). Responses show that 44% said they would have cosmetic surgery to look younger (Variable 53). This figure could be related to perceptions of self, since 88% felt they were physically attractive (Variable 45). There could also be a relationship to feelings about the surgical process and the costs entailed.

There was a 63% disagreement that their sexual appetite decreases with age (Variable 55), and a 50% agreement that a man's sexual appetite decreases with age (Variable 56).

Though 66% compared themselves with younger women at times (Variable 47), 82% felt their experience and knowledge made up for not being young (Variable 48).

They identified more now with older people by 65% (Variable 52), and were in agreement by 98% that the elderly ought to be used more productively (Variable 76).

In all aspects of the physical aging process in our culture, more than 50% of the respondents expressed feelings which indicated that the present societal emphasis influenced them. This did not suggest that cultural cohorts alone created attitudinal change, but rather that there was a direct relationship between women's feelings and the present youth-oriented culture in which they lived. While there appeared to be conflicting or ambivalent feelings regarding specific values or behavioral functioning, it was significant to note that 75% of the respondents felt that the young adults had the greatest advantage in the life cycle (Variable 77).

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 36. worry more about health than earlier | 0 | 1 | 2 |
| | 1 | 20 | 32 |
| | 2 | 15 | 24 |
| | 3 | 15 | 24 |
| | 4 | 4 | 6 |
| | 5 | 0 | 0 |
| 37. am concerned about menopause | 1 | 4 | 6 |
| | 2 | 24 | 38 |
| | 3 | 20 | 32 |
| | 4 | 15 | 24 |
| 38. believe there are false beliefs about menopause | 0 | 1 | 2 |
| | 1 | 20 | 31 |
| | 2 | 33 | 52 |
| | 3 | 7 | 11 |
| | 4 | 0 | 0 |
| | 5 | 2 | 3 |
| 39. others think me too old to have children now | 0 | 1 | 2 |
| | 1 | 23 | 36 |
| | 2 | 23 | 36 |
| | 3 | 8 | 13 |
| | 4 | 6 | 10 |
| | 5 | 2 | 3 |
| 40. aging in our culture causes me feelings of insecurity | 1 | 13 | 21 |
| | 2 | 29 | 46 |
| | 3 | 15 | 24 |
| | 4 | 6 | 9 |
| | 5 | 0 | 0 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response
0=Not Applicable or No Opinion

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 41. aging in our culture depresses me | 0 | 1 | 2 |
| | 1 | 11 | 17 |
| | 2 | 28 | 44 |
| | 3 | 15 | 24 |
| | 4 | 8 | 13 |
| | 5 | 0 | 0 |
| 42. don't think of myself as aging | 1 | 15 | 24 |
| | 2 | 23 | 36 |
| | 3 | 29 | 32 |
| | 4 | 4 | 6 |
| | 5 | 1 | 2 |
| 43. want to be young again | 1 | 11 | 17 |
| | 2 | 22 | 35 |
| | 3 | 24 | 38 |
| | 4 | 6 | 10 |
| | 5 | 0 | 0 |
| 44. like to look young | 1 | 34 | 54 |
| | 2 | 25 | 39 |
| | 3 | 3 | 5 |
| | 4 | 0 | 0 |
| | 5 | 1 | 2 |
| 45. am physically attractive | 1 | 23 | 36 |
| | 2 | 33 | 52 |
| | 3 | 5 | 8 |
| | 4 | 1 | 2 |
| | 5 | 1 | 2 |

*Percentages have been rounded out so that the total will be 100%.

N=63

0=Not Applicable or No Opinion
1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 46. others find me physically attractive | 1 | 21 | 33 |
| | 2 | 34 | 54 |
| | 3 | 4 | 6 |
| | 4 | 1 | 2 |
| | 5 | 3 | 5 |
| 47. at times I compare myself with younger women | 1 | 13 | 21 |
| | 2 | 29 | 46 |
| | 3 | 15 | 24 |
| | 4 | 6 | 9 |
| | 5 | 0 | 0 |
| 48. experience compensates for not being a young adult | 1 | 22 | 35 |
| | 2 | 30 | 47 |
| | 3 | 7 | 11 |
| | 4 | 3 | 5 |
| | 5 | 1 | 2 |
| 49. am concerned about aging and losing my physical capabilities | 1 | 19 | 30 |
| | 2 | 27 | 43 |
| | 3 | 10 | 16 |
| | 4 | 7 | 11 |
| | 5 | 0 | 0 |
| 50. am concerned about aging and losing my mental capacities | 1 | 24 | 38 |
| | 2 | 16 | 25 |
| | 3 | 14 | 22 |
| | 4 | 8 | 13 |
| | 5 | 1 | 2 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 51. am repelled by the aged and sickly | 1 | 2 | 3 |
| | 2 | 24 | 38 |
| | 3 | 21 | 33 |
| | 4 | 16 | 26 |
| | 5 | 0 | 0 |
| 52. identify with older people more now than before | 1 | 6 | 9 |
| | 2 | 35 | 56 |
| | 3 | 13 | 21 |
| | 4 | 9 | 14 |
| | 5 | 0 | 0 |
| 53. would consider cosmetic surgery to look younger | 1 | 9 | 14 |
| | 2 | 19 | 30 |
| | 3 | 19 | 30 |
| | 4 | 16 | 26 |
| | 5 | 0 | 0 |
| 54. cosmetic surgery would improve my feelings of self-worth | 1 | 6 | 9 |
| | 2 | 14 | 22 |
| | 3 | 20 | 32 |
| | 4 | 22 | 35 |
| | 5 | 1 | 2 |
| 55. my sexual appetite decreases with age | 1 | 4 | 7 |
| | 2 | 17 | 27 |
| | 3 | 19 | 30 |
| | 4 | 21 | 33 |
| | 5 | 2 | 3 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 56. a man's sexual appetite decreases with age | 1 | 7 | 11 |
| | 2 | 25 | 40 |
| | 3 | 18 | 29 |
| | 4 | 11 | 17 |
| | 5 | 2 | 3 |
| 57. my mother, when my age, seemed young to me | 1 | 10 | 16 |
| | 2 | 9 | 14 |
| | 3 | 27 | 43 |
| | 4 | 15 | 24 |
| | 5 | 2 | 3 |
| 58. view my mother as old now | 0 | 20 | 32 |
| | 1 | 6 | 9 |
| | 2 | 18 | 29 |
| | 3 | 13 | 21 |
| | 4 | 6 | 9 |
| | 5 | 0 | 0 |
| 59. my elderly parent(s) is/are burdensome | 0 | 22 | 35 |
| | 1 | 2 | 3 |
| | 2 | 10 | 16 |
| | 3 | 15 | 24 |
| | 4 | 14 | 22 |
| 60. am viewed as middle aged | 1 | 11 | 17 |
| | 2 | 26 | 41 |
| | 3 | 13 | 21 |
| | 4 | 13 | 21 |
| | 5 | 0 | 0 |

*Percentages have been rounded out so that the total will be 100%.

N=63

0=Not Applicable or No Opinion
1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 61. find myself thinking more about the years ahead | 1 | 15 | 24 |
| | 2 | 26 | 41 |
| | 3 | 16 | 25 |
| | 4 | 6 | 10 |
| 62. my age does not limit my curiosity and future plans | 1 | 30 | 48 |
| | 2 | 20 | 32 |
| | 3 | 9 | 14 |
| | 4 | 4 | 6 |
| | 5 | 0 | 0 |
| 63. my needs and feelings are understood by society | 1 | 2 | 3 |
| | 2 | 18 | 29 |
| | 3 | 35 | 55 |
| | 4 | 8 | 13 |
| | 5 | 0 | 0 |
| 64. can identify with other middle women | 1 | 17 | 27 |
| | 2 | 35 | 55 |
| | 3 | 7 | 11 |
| | 4 | 3 | 5 |
| | 5 | 1 | 2 |
| 65. women who act passive get more attention | 1 | 2 | 3 |
| | 2 | 12 | 19 |
| | 3 | 28 | 45 |
| | 4 | 21 | 33 |
| | 5 | 0 | 0 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 66. aging limits my position in society | 1 | 11 | 17 |
| | 2 | 22 | 35 |
| | 3 | 17 | 27 |
| | 4 | 13 | 21 |
| | 5 | 0 | 0 |
| 67. aging limits my job opportunities | 1 | 12 | 19 |
| | 2 | 30 | 48 |
| | 3 | 8 | 13 |
| | 4 | 11 | 17 |
| | 5 | 2 | 3 |
| 68. aging limits my social opportunities | 1 | 12 | 19 |
| | 2 | 26 | 41 |
| | 3 | 13 | 21 |
| | 4 | 11 | 17 |
| | 5 | 1 | 2 |
| 69. aging limits my sexual opportunities | 1 | 11 | 17 |
| | 2 | 27 | 43 |
| | 3 | 13 | 20 |
| | 4 | 12 | 20 |
| | 5 | 0 | 0 |
| 70. like to identify with the youth culture | 1 | 5 | 8 |
| | 2 | 28 | 44 |
| | 3 | 24 | 38 |
| | 4 | 5 | 8 |
| | 5 | 1 | 2 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

## Table 9 Continued

### Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 71. approve of openness and honesty of today's young adults | 1 | 26 | 41 |
| | 2 | 34 | 54 |
| | 3 | 1 | 2 |
| | 4 | 0 | 0 |
| | 5 | 2 | 3 |
| 72. am comfortable acting as young as I feel | 1 | 30 | 48 |
| | 2 | 28 | 44 |
| | 3 | 4 | 6 |
| | 4 | 0 | 0 |
| | 5 | 1 | 2 |
| 73. youth's opinions are listened to more than mine in today's society | 1 | 10 | 16 |
| | 2 | 26 | 41 |
| | 3 | 18 | 29 |
| | 4 | 7 | 11 |
| | 5 | 2 | 3 |
| 74. young people do not show respect for age | 1 | 10 | 16 |
| | 2 | 35 | 55 |
| | 3 | 13 | 21 |
| | 4 | 3 | 5 |
| | 5 | 2 | 3 |
| 75. society shapes my feelings towards the elderly | 1 | 3 | 5 |
| | 2 | 22 | 35 |
| | 3 | 30 | 47 |
| | 4 | 3 | 13 |
| | 5 | 0 | 0 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

## Sexism in Social, Sexual, and Cultural Roles

Women viewed themselves in society according to their sex in many cases. The responses to role assignments show that 50% of the respondents felt they were placed in a fixed role (Variable 112), and 52% objected to being placed in their present role (Variable 114). However, 79% said they would feel comfortable stepping out of their specific role (Variable 113), with 92% feeling they had an identity they could ascribe to themselves alone (Variable 115). These figures could cause further speculation as to role assignments, and perception of self, as well as to expectations and perceptions of others.

They agreed by 54% that men their age are more attractive (Variable 91), by 97% that men their age can find sexual partners more easily (Variable 92), and by 77% that men their age have more social opportunities (Variable 93).

Eighty-eight percent of the respondents were in favor of a single sex standard for men and women (Variable 90), and 71% felt they were less sexually inhibited because of society's present attitude toward sex (Variable 88). While 89% felt sex was important (Variable 79), 87% felt they could sexually arouse someone of their choice (Variable 80). Fifty-two percent felt a love affair would make them feel more desirable (Variable 84), and 41% felt a love affair would make them feel young again (Variable 83). These figures could seem to imply that a love affair makes one feel good and that sexual desire or functioning need not

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have relevance to feeling young. While an average of 46% equated a love affair with feelings of desirability and youth, 77% indicated they would maintain a youthful appearance to keep a mate (Variable 119).

Given that 71% of the respondents felt less sexually inhibited in the present society, 63% indicated they would have an affair with a man the same age or older (Variable 86).

In the job market, 58% indicated they had been discriminated against because of age (Variable 97), and 74% said they had been employed because of age (Variable 98). This latter figure could be due to the particular sample population used for this study, since 93% felt they had employable skills (Variable 100). Still, 61% said they would lie about their age if youth were a requirement (Variable 99).

While 58% felt they made important societal decisions (Variable 103), and 47% felt they had political power (Variable 104), only 15% felt that middle women were adequately represented in government (Variable 105).

In terms of societal recognition, 67% of the respondents of this survey felt their needs were not acknowledged by the present society (Variable 106).

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 76. abilities of the elderly should be used more productively | 1 | 47 | 74 |
| | 2 | 15 | 24 |
| | 3 | 1 | 2 |
| | 4 | 0 | 0 |
| | 5 | 0 | 0 |
| 77. young adults have greatest advantage in the life cycle | 1 | 19 | 30 |
| | 2 | 27 | 43 |
| | 3 | 17 | 27 |
| | 4 | 0 | 0 |
| | 5 | 0 | 0 |
| 78. see myself as a sex symbol | 1 | 2 | 3 |
| | 2 | 17 | 27 |
| | 3 | 31 | 49 |
| | 4 | 13 | 21 |
| | 5 | 0 | 0 |
| 79. feel sex is important now | 1 | 30 | 48 |
| | 2 | 26 | 41 |
| | 3 | 4 | 6 |
| | 4 | 2 | 3 |
| | 5 | 1 | 2 |
| 80. can sexually arouse someone of my own choice | 1 | 24 | 38 |
| | 2 | 31 | 49 |
| | 3 | 4 | 6 |
| | 4 | 1 | 2 |
| | 5 | 3 | 5 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 81. like the way my body looks | 1 | 13 | 21 |
| | 2 | 35 | 55 |
| | 3 | 9 | 14 |
| | 4 | 5 | 8 |
| | 5 | 1 | 2 |
| 82. compare my body with those of younger women | 1 | 7 | 11 |
| | 2 | 35 | 56 |
| | 3 | 13 | 21 |
| | 4 | 6 | 9 |
| | 5 | 2 | 3 |
| 83. a love affair would make me feel young again | 1 | 15 | 24 |
| | 2 | 11 | 17 |
| | 3 | 20 | 32 |
| | 4 | 13 | 21 |
| | 5 | 4 | 6 |
| 84. a love affair would make me feel more desirable | 1 | 17 | 27 |
| | 2 | 16 | 25 |
| | 3 | 13 | 21 |
| | 4 | 13 | 21 |
| | 5 | 4 | 6 |
| 85. would have a sexual affair with a younger man | 1 | 17 | 27 |
| | 2 | 23 | 37 |
| | 3 | 12 | 19 |
| | 4 | 11 | 17 |
| | 5 | 0 | 0 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 86. would have a sexual affair with a man my own age or older | 1 | 12 | 19 |
| | 2 | 34 | 54 |
| | 3 | 6 | 10 |
| | 4 | 11 | 17 |
| | 5 | 0 | 0 |
| 87. can become romantically aroused now | 1 | 31 | 49 |
| | 2 | 27 | 43 |
| | 3 | 2 | 3 |
| | 4 | 1 | 2 |
| | 5 | 2 | 3 |
| 88. am less sexually inhibited because society is more open about sex than formerly | 1 | 21 | 33 |
| | 2 | 24 | 38 |
| | 3 | 10 | 16 |
| | 4 | 6 | 10 |
| | 5 | 2 | 3 |
| 89. younger people today are less sexually inhibited than I was | 1 | 42 | 67 |
| | 2 | 14 | 22 |
| | 3 | 5 | 8 |
| | 4 | 2 | 3 |
| | 5 | 0 | 0 |
| 90. support one sex standard for men and women of any age | 1 | 40 | 64 |
| | 2 | 23 | 36 |
| | 3 | 3 | 5 |
| | 4 | 4 | 6 |
| | 5 | 0 | 0 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 91. men of my age are generally more attractive than women of my age | 1 | 11 | 17 |
| | 2 | 23 | 36 |
| | 3 | 22 | 35 |
| | 4 | 6 | 10 |
| | 5 | 1 | 2 |
| 92. men of my age can find a sexual partner more easily than I can | 1 | 22 | 35 |
| | 2 | 28 | 45 |
| | 3 | 9 | 14 |
| | 4 | 4 | 6 |
| | 5 | 0 | 0 |
| 93. men of my age have more social opportunities than I do | 1 | 20 | 32 |
| | 2 | 29 | 46 |
| | 3 | 9 | 14 |
| | 4 | 4 | 6 |
| | 5 | 1 | 2 |
| 94. am in competition with younger women for male attention | 1 | 13 | 21 |
| | 2 | 27 | 43 |
| | 3 | 14 | 22 |
| | 4 | 9 | 14 |
| | 5 | 0 | 0 |
| 95. can compete in the job market with younger women | 1 | 22 | 35 |
| | 2 | 24 | 38 |
| | 3 | 12 | 19 |
| | 4 | 4 | 6 |
| | 5 | 1 | 2 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 96. can compete in the job market with younger men | 1 | 14 | 22 |
| | 2 | 20 | 32 |
| | 3 | 20 | 32 |
| | 4 | 8 | 12 |
| | 5 | 1 | 2 |
| 97. have had recent job discrimination because of my age | 0 | 34 | 54 |
| | 1 | 3 | 5 |
| | 2 | 5 | 8 |
| | 3 | 10 | 16 |
| | 4 | 11 | 17 |
| | 5 | 0 | 0 |
| 98. have been employed recently because of my age | 0 | 46 | 73 |
| | 1 | 1 | 2 |
| | 2 | 2 | 3 |
| | 3 | 8 | 13 |
| | 4 | 6 | 9 |
| | 5 | 0 | 0 |
| 99. would lie about my age to get a job if youth were a requirement | 1 | 15 | 24 |
| | 2 | 24 | 38 |
| | 3 | 9 | 15 |
| | 4 | 12 | 19 |
| | 5 | 3 | 5 |
| 100. have employable skills in current job market | 1 | 37 | 58 |
| | 2 | 22 | 35 |
| | 3 | 3 | 5 |
| | 4 | 1 | 2 |
| | 5 | 0 | 0 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response
0=Not Applicable or No Opinion

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 101. would change my life style now | 1 | 18 | 28 |
| | 2 | 22 | 35 |
| | 3 | 17 | 27 |
| | 4 | 5 | 8 |
| | 5 | 1 | 2 |
| 102. am set in my ways and do not change easily | 1 | 3 | 4 |
| | 2 | 22 | 35 |
| | 3 | 22 | 35 |
| | 4 | 15 | 24 |
| | 5 | 1 | 2 |
| 103. I make important societal decisions | 1 | 9 | 14 |
| | 2 | 28 | 44 |
| | 3 | 20 | 32 |
| | 4 | 5 | 8 |
| | 5 | 1 | 2 |
| 104. I have political power | 1 | 7 | 11 |
| | 2 | 23 | 37 |
| | 3 | 23 | 37 |
| | 4 | 10 | 15 |
| | 5 | 0 | 0 |
| 105. middle women are adequately represented in government positions | 1 | 1 | 2 |
| | 2 | 9 | 14 |
| | 3 | 34 | 54 |
| | 4 | 19 | 30 |
| | 5 | 0 | 0 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 106. my needs are acknowledged in the present society | 1 | 2 | 3 |
| | 2 | 18 | 29 |
| | 3 | 32 | 51 |
| | 4 | 11 | 17 |
| | 5 | 0 | 0 |
| 107. women's movement has made me more aware of women's feelings | 1 | 25 | 40 |
| | 2 | 27 | 43 |
| | 3 | 5 | 8 |
| | 4 | 4 | 6 |
| | 5 | 2 | 3 |
| 108. feel obliged to choose recreation considered appropriate for my own age | 1 | 2 | 3 |
| | 2 | 14 | 22 |
| | 3 | 29 | 46 |
| | 4 | 17 | 27 |
| | 5 | 1 | 2 |
| 109. enjoy recreation similar to that of young adults | 1 | 22 | 35 |
| | 2 | 29 | 46 |
| | 3 | 11 | 17 |
| | 4 | 1 | 2 |
| | 5 | 0 | 0 |
| 110. family is critical if I am in activities with young adults | 1 | 2 | 3 |
| | 2 | 19 | 30 |
| | 3 | 19 | 30 |
| | 4 | 18 | 29 |
| | 5 | 5 | 8 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

Table 9 Continued

Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 111. can understand and relate to today's young adults. | 1 | 25 | 39 |
| | 2 | 37 | 59 |
| | 3 | 1 | 2 |
| | 4 | 0 | 0 |
| 112. feel I am placed in a fixed role | 1 | 9 | 14 |
| | 2 | 23 | 37 |
| | 3 | 21 | 33 |
| | 4 | 10 | 16 |
| | 5 | 0 | 0 |
| 113. would feel comfortable leaving a fixed role | 1 | 21 | 33 |
| | 2 | 29 | 46 |
| | 3 | 12 | 19 |
| | 4 | 0 | 0 |
| | 5 | 1 | 2 |
| 114. object to being placed in a fixed role | 1 | 12 | 19 |
| | 2 | 21 | 33 |
| | 3 | 21 | 33 |
| | 4 | 7 | 12 |
| | 5 | 2 | 3 |
| 115. have an identity I can ascribe to myself alone | 1 | 27 | 43 |
| | 2 | 31 | 49 |
| | 3 | 2 | 3 |
| | 4 | 1 | 2 |
| | 5 | 2 | 3 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response

## Table 9 Continued

### Frequency and Percentage Distribution of Survey

| Statement | Value | Frequency | Percentage* |
|---|---|---|---|
| 116. society should re-evaluate its attitudes towards age-roles | 1 | 42 | 66 |
| | 2 | 20 | 32 |
| | 3 | 1 | 2 |
| | 4 | 0 | 0 |
| | 5 | 0 | 0 |
| 117. my mate or companion appreciates me as an attractive woman | 0 | 7 | 11 |
| | 1 | 38 | 60 |
| | 2 | 18 | 29 |
| | 3 | 0 | 0 |
| | 4 | 0 | 0 |
| | 5 | 0 | 0 |
| 118. am concerned my mate might seek a younger woman | 0 | 8 | 12 |
| | 1 | 3 | 5 |
| | 2 | 15 | 24 |
| | 3 | 22 | 35 |
| | 4 | 15 | 24 |
| | 5 | 0 | 0 |
| 119. would try to keep youthful-looking to keep my mate | 1 | 18 | 29 |
| | 2 | 31 | 49 |
| | 3 | 7 | 11 |
| | 4 | 4 | 6 |
| | 5 | 3 | 5 |
| 120. have a fulfilled life as I am now | 1 | 7 | 11 |
| | 2 | 36 | 57 |
| | 3 | 12 | 19 |
| | 4 | 5 | 8 |
| | 5 | 3 | 5 |

*Percentages have been rounded out so that the total will be 100%.

N=63

1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never
5=No Response
0=Not Applicable or No Opinion

## Cross-Tabulation Frequency Distributions

To determine whether attitudinal differences existed among women within varying cohorts of age (35-44 and 45-55 year olds), marital status (married, single, formerly married), and occupation (working, non-working), cross-tabulation frequency tables were constructed.

Table 10 indicates that women were influenced by mass communications media, and they objected to the lack of representation of middle women. There were no significant differences in attitude among the respondents of the varying profile variables as indicated by the Chi-square results.

Table 11 shows the respondents' attitudes towards the question of whether middle women should have romantic leads, and whether respondents could emotionally identify with the young leads. There was a 93% agreement toward the first attitudinal variable.

The Chi-squares within the two cells of the second attitudinal variable show minor degrees of difference. In this variable, the frequency was 14 to 13 in agreement among the older age group. The surveys of six of these respondents indicated that they did not watch TV or frequent the movies. Five of the same group were married, with children over 18 years old. These factors could be cause for lack of romantic identification with young adults.

The single group disagreed by six to two as to identification with young romantic leads. Of the six, five were in the 45-55 age bracket. Their surveys indicated no involvement with a particular mate or companion. This could account for the lack of romantic inclination of this small sample, since 92% of the total sample did say they could become romantically involved (Variable 87).

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## Table 10

### Cross-Tabulation Frequency Distribution
### Attitudinal and Profile Variables

| VARIABLES | Am Influenced by the Mass Communications Media | | | Object to Lack of Representation of Middle Women in Mass Media | | |
|---|---|---|---|---|---|---|
| | N=63 | AGREEMENT | DISAGREEMENT | N=61* | AGREEMENT | DISAGREEMENT |
| #1 - Age | | | | | | |
| 34-44 | 36 | 26 | 10 | 36 | 32 | 4 |
| 45-55 | 27 | 25 | 2 | 25 | 21 | 4 |
| #2 - Status | | | | | | |
| Married | 47 | 37 | 10 | 46 | 39 | 7 |
| Single | 8 | 6 | 2 | 8 | 7 | 1 |
| Formerly Married | 8 | 8 | 0 | 7 | 7 | 0 |
| #3-Occupation | | | | | | |
| Working | 46 | 38 | 8 | 44 | 40 | 4 |
| Non-Working | 17 | 13 | 4 | 17 | 13 | 4 |

* Two No Responses

| | | |
|---|---|---|
| Variable #1 | $X^2$=4.1 (df 1) | $X^2$=.3 (df 1) |
| Variable #2 | $X^2$=2.2 (df 2) | $X^2$=1.2 (df 2) |
| Variable #3 | $X^2$= .3 (df 1) | $X^2$=2.2 (df 1) |

## Table 11

### Cross-Tabulation Frequency Distribution Attitudinal and Profile Variables

| | Believe Middle Women Should be Given Romantic Leads | | | Can Identify Emotionally with Young Romantic Leads | | |
|---|---|---|---|---|---|---|
| VARIABLES | N=62* | AGREEMENT | DISAGREEMENT | N=62* | AGREEMENT | DISAGREEMENT |
| #1 - Age | | | | | | |
| 34-44 | 35 | 33 | 2 | 35 | 28 | 7 |
| 45-55 | 27 | 26 | 1 | 27 | 14 | 13 |
| #2 - Status | | | | | | |
| Married | 47 | 44 | 3 | 46 | 33 | 13 |
| Single | 7 | 7 | 0 | 8 | 2 | 6 |
| Formerly Married | 8 | 8 | 0 | 8 | 7 | 1 |
| #3-Occupation | | | | | | |
| Working | 45 | 43 | 2 | 45 | 28 | 17 |
| Non-Working | 17 | 16 | 1 | 17 | 14 | 3 |
| | * One No Response | | | * One No Response | | |
| Variable #1 | $X^2 = .1$ (df 1) | | | $X^2 = 5.5$ (df 1) | | |
| Variable #2 | $X^2 = 1.0$ (df 2) | | | $X^2 = 8.4$ (df 2) | | |
| Variable #3 | $X^2 = .05$ (df 1) | | | $X^2 =$ [illegible].2 (df 1) | | |

Table 12 reflects attitudes toward fashion advertisements. The respondents objected to youthful models advertising clothing for middle women. However, 50% or more were influenced by youthful styles of dress. No significant difference in attitudes appear among the different profile variables.

In Table 13, attitudes toward cosmetic advertisements are reflected. Fifty percent or more of the respondents within the profile variables did use beauty products advertised by youthful models. Fifty percent or more were bothered by the fact that only pretty young models were used. Over 93% felt that middle women should advertise products recommended for them.

Table 14 deals with cultural emphasis on physical strength and beauty and its effects on the middle woman of this research. They agreed that such emphasis can cause depression. They also agreed by 50% or more that aging in this culture depresses them, and gives them feelings of insecurity.

There was a minor degree of difference within one cell of the second attitudinal variable. Of the eight single respondents, five did not feel depressed about aging. This could be due to the fact that three were 36 or under, and within their surveys they identified themselves as young. Consequently, one could speculate that their responses were the results of an attitude not being experienced.

## Table 12

### Cross-Tabulation Frequency Distribution
### Attitudinal and Profile Variables

| | Object to Young Models Advertising Clothes for Middle Women | | | Am Influenced by Youthful Styles of Dress | | |
|---|---|---|---|---|---|---|
| VARIABLES | N=63 | AGREEMENT | DISAGREEMENT | N=63 | AGREEMENT | DISAGREEMENT |
| #1 - Age | | | | | | |
| 34-44 | 36 | 23 | 13 | 36 | 26 | 10 |
| 45-55 | 27 | 20 | 7 | 27 | 22 | 5 |
| #2 - Status | | | | | | |
| Married | 47 | 31 | 16 | 47 | 38 | 9 |
| Single | 8 | 6 | 2 | 8 | 4 | 4 |
| Formerly Married | 8 | 6 | 2 | 8 | 6 | 2 |
| #3-Occupation | | | | | | |
| Working | 46 | 31 | 15 | 46 | 35 | 11 |
| Non-Working | 17 | 12 | 5 | 17 | 13 | 4 |

| | | |
|---|---|---|
| Variable #1 | $\chi^2 = .7$ (df 1) | $\chi^2 = .7$ (df 1) |
| Variable #2 | $\chi^2 = .4$ (df 1) | $\chi^2 = 3.5$ (df 2) |
| Variable #3 | $\chi^2 = .05$ (df 1) | $\chi^2 = .001$ (df 1) |

## Table 13

### Cross-Tabulation Frequency Distribution

### Attitudinal and Profile Variables

| | I Use Beauty Products Modeled by Young Women | | | Bothers Me That Only Pretty Young Women Advertise Beauty Products | | |
|---|---|---|---|---|---|---|
| VARIABLES | N=61* | AGREEMENT | DISAGREEMENT | N=62* | AGREEMENT | DISAGREEMENT |
| **#1 - Age** | | | | | | |
| 34-44 | 34 | 20 | 14 | 34 | 21 | 13 |
| 44-55 | 27 | 18 | 9 | 27 | 17 | 10 |
| **#2 - Status** | | | | | | |
| Married | 46 | 29 | 17 | 45 | 29 | 16 |
| Single | 8 | 4 | 4 | 8 | 4 | 4 |
| Formerly Married | 7 | 5 | 2 | 8 | 5 | 3 |
| **#3-Occupation** | | | | | | |
| Working | 44 | 28 | 16 | 45 | 28 | 17 |
| Non-Working | 17 | 10 | 7 | 16 | 10 | 6 |
| | * Two No Responses | | | * Two No Responses | | |

| | | |
|---|---|---|
| Variable #1 | $\chi^2 = .3$ (df 1) | $\chi^2 = .009$ (df 1) |
| Variable #2 | $\chi^2 = .7$ (df 2) | $\chi^2 = .6$ (df 2) |
| Variable #3 | $\chi^2 = .1$ (df 1) | $\chi^2 = 0$ (df 1) |

### Table 13 Cont'd
### Cross-Tabulation Frequency Distribution
### Attitudinal and Profile Variables

| | Middle Women Should Advertise Products Recommended for Them | | |
|---|---|---|---|
| VARIABLES | N=62* | AGREEMENT | DISAGREEMENT |
| #1 - Age | | | |
| 34-44 | 36 | 35 | 1 |
| 45-55 | 26 | 24 | 2 |
| #2 - Status | | | |
| Married | 47 | 44 | 3 |
| Single | 8 | 8 | 0 |
| Formerly Married | 7 | 7 | 0 |
| #3-Occupation | | | |
| Working | 45 | 43 | 2 |
| Non-Working | 17 | 16 | 1 |

* One No Response

Variable #1 $X^2 = .7$ (df 1)
Variable #2 $X^2 = 1.0$ (df 2)
Variable #3 $X^2 = .05$ (df 1)

## Table 14

### Cross-Tabulation Frequency Distribution

### Attitudinal and Profile Variables

| | Emphasis on Strength and Beauty Causes Depression | | | Aging in Our Present Culture Depresses Me | | |
|---|---|---|---|---|---|---|
| VARIABLES | N=61* | AGREEMENT | DISAGREEMENT | N=62* | AGREEMENT | DISAGREEMENT |
| #1 - Age | | | | | | |
| 34-44 | 35 | 27 | 8 | 36 | 20 | 16 |
| 45-55 | 26 | 21 | 5 | 26 | 19 | 7 |
| #2 - Status | | | | | | |
| Married | 45 | 32 | 11 | 46 | 29 | 17 |
| Single | 8 | 7 | 1 | 8 | 3 | 5 |
| Formerly Married | 8 | 7 | 1 | 8 | 7 | 1 |
| #3-Occupation | | | | | | |
| Working | 45 | 35 | 10 | 47 | 30 | 17 |
| Non-Working | 16 | 13 | 3 | 17 | 9 | 8 |
| | * Two No Responses | | | * One No Response | | |

| | | |
|---|---|---|
| Variable #1 | $\chi^2 = .1$ (df 1) | $\chi^2 = 1.9$ (df 1) |
| Variable #2 | $\chi^2 = 1.0$ (df 2) | $\chi^2 = 4.2$ (df 2) |
| Variable #3 | $\chi^2 = .08$ (df 1) | $\chi^2 = .9$ (df 1) |

### Table 14 Cont'd

### Cross-Tabulation Frequency Distribution

### Attitudinal and Profile Variables

Aging in Our Present Culture Gives
Me Feelings of Insecurity

| VARIABLES | N=63 | AGREEMENT | DISAGREEMENT |
|---|---|---|---|
| #1 - Age | | | |
| 34-44 | 36 | 24 | 12 |
| 45-55 | 27 | 18 | 9 |
| #2 - Status | | | |
| Married | 47 | 30 | 17 |
| Single | 8 | 4 | 4 |
| Formerly Married | 17 | 10 | 7 |
| #3-Occupation | | | |
| Working | 46 | 32 | 14 |
| Non-Working | 17 | 10 | 7 |

Variable #1 $\chi^2=0$ (df 1)
Variable #2 $\chi^2=5.1$ (df 2)
Variable #3 $\chi^2=.6$ (df 1)

Table 15 shows that 50% or more of the respondents felt they were in competition with younger women for male attention, and they would try to maintain a youthful appearance to keep a mate. Of the seven single women, four did not feel they needed to keep a youthful appearance. They were all under 36 years of age. Their survey responses suggested they regarded themselves as youthful and were appreciated for it. They did not have concerns in that area. The overall frequencies show no significant differences as indicated by the Chi-squares.

In Table 16, the frequency distributions within the cells of all variables show that the respondents felt that young adults had the greatest advantage in the life cycle, and that society did not understand the needs and feelings of the middle woman.

In Table 17, the attitudinal variables are liking to identify with the youth culture, and liking to look young. While more than 50% of the respondents agreed that they liked to identify with the youth culture, there was a 14 to 13 disagreement in the 45-55 age group. The level of significance of Chi-square, however, remains valid. In the singles group, five of the eight disagreed. Here too the level of significance remains valid.

Of the 14 older respondents, 12 were married with children over 18 years of age. In the singles group, three were 35, one was 43, and one was 55.

In the non-working group, there was a disagreement of

9 to 8. In this group, ages ranged from 35 to 46.

Since it is recognized that age in and of itself is not sufficient to cause attitudes, one would have to investigate the individual interpretations of the statement. Though 98% said they had good relations with today's young adults (Table 9, Variable 111), it would not necessitate the need to identify with aspects of the youth culture.

Is is also of interest to note, however, that the three groups mentioned above were in fact influenced by certain aspects of the youth culture, as shown in Tables 12, 13, and 15. Also of significance is the fact that 93% of the respondents in this Table (17) said they liked to look young. Therefore one would have to speculate that the interpretation of identification with the youth culture could have had different meanings for the different respondents.

## Table 15

### Cross-Tabulation Frequency Distribution
### Attitudinal and Profile Variables

| | Feel in Competition With Younger Women for Male Attention | | | Would Try to Maintain Youthful Appearance to Keep Mate | | |
|---|---|---|---|---|---|---|
| VARIABLES | N=63 | AGREEMENT | DISAGREEMENT | N=60* | AGREEMENT | DISAGREEMENT |
| #1 - Age | | | | | | |
| 34-44 | 36 | 21 | 15 | 35 | 26 | 9 |
| 45-55 | 27 | 19 | 8 | 25 | 23 | 2 |
| #2 - Status | | | | | | |
| Married | 27 | 29 | 18 | 47 | 40 | 7 |
| Single | 8 | 4 | 4 | 7 | 3 | 4 |
| Formerly Married | 8 | 7 | 1 | 6 | 6 | 0 |
| #3-Occupation | | | | | | |
| Working | 46 | 30 | 16 | 43 | 35 | 8 |
| Non-Working | 17 | 10 | 7 | 17 | 14 | 3 |

* Three No Responses

| | | |
|---|---|---|
| Variable #1 | $\chi^2 = .9$ (df 1) | $\chi^2 = 3.0$ (df 1) |
| Variable #2 | $\chi^2 = 2.6$ (df 2) | $\chi^2 = 8.7$ (df 2) |
| Variable #3 | $\chi^2 = .2$ (df 1) | $\chi^2 = .007$ (df 1) |

## Table 16

### Cross-Tabulation Frequency Distribution
### Attitudinal and Profile Variables

| | Feel My Needs and Feelings Are Understood by Society | | | Believe Young Adults Have Best Advantage in Life Cycle | | |
|---|---|---|---|---|---|---|
| VARIABLES | N=63 | AGREEMENT | DISAGREEMENT | N=63 | AGREEMENT | DISAGREEMENT |
| #1 - Age | | | | | | |
| 34-44 | 36 | 13 | 23 | 36 | 23 | 13 |
| 45-55 | 27 | 7 | 20 | 27 | 23 | 4 |
| #2 - Status | | | | | | |
| Married | 47 | 16 | 31 | 47 | 33 | 14 |
| Single | 8 | 1 | 7 | 8 | 6 | 2 |
| Formerly Married | 8 | 3 | 5 | 8 | 7 | 1 |
| #3-Occupation | | | | | | |
| Working | 46 | 14 | 32 | 46 | 35 | 11 |
| Non-Working | 17 | 6 | 11 | 17 | 11 | 6 |

| | | |
|---|---|---|
| Variable #1 | $X^2$= .7 (df 1) | $X^2$=3.5 (df 1) |
| Variable #2 | $X^2$=1.6 (df 2) | $X^2$=1.0 (df 2) |
| Variable #3 | $X^2$= .1 (df 1) | $X^2$= .8 (df 2) |

## Table 17

## Cross-Tabulation Frequency Distribution

## Attitudinal and Profile Variables

| | I Like to Identify with the Youth Culture | | | I Like to Look Young | | |
|---|---|---|---|---|---|---|
| VARIABLES | N=62* | AGREEMENT | DISAGREEMENT | N=62* | AGREEMENT | DISAGREEMENT |
| #1 - Age | | | | | | |
| 34-44 | 35 | 20 | 15 | 35 | 34 | 1 |
| 45-55 | 27 | 13 | 14 | 27 | 25 | 2 |
| #2 - Status | | | | | | |
| Married | 16 | 25 | 20 | 45 | 42 | 0 |
| Single | 8 | 3 | 5 | 7 | 5 | 2 |
| Formerly Married | 8 | 5 | 3 | 8 | 8 | 0 |
| #3-Occupation | | | | | | |
| Working | 45 | 25 | 20 | 45 | 42 | 3 |
| Non-Working | 17 | 8 | 9 | 17 | 17 | 0 |
| | *One No Response | | | * One No Response | | |
| Variable #1 | $X^2$= .4 (df 1) | | | $X^2$= .6 (df 1) | | |
| Variable #2 | $X^2$=1.09 (df 2) | | | $X^2$=9.7 (df 2) | | |
| Variable #3 | $X^2$= .35 (df 1) | | | $X^2$=1.1 (df 1) | | |

Table 18 refers to being less sexually inhibited, comparing one's body to those of younger women, and having a sexual affair with a younger man. Though the total responses within the different variables showed agreement, there were differences of minor significance within the second, first, and second cells of the second and third attitudinal variables, respectively.

The eight single women did not agree (by 5 to 3) that they compared their bodies with younger women. Three of the five were 35 or under. Their surveys indicated that they felt they were young. This could suggest that there was no need for comparison with younger women. Fourteen of the 27 older women said they would not have an affair with a younger man. Of the 14, 12 were married. Comments made on the individual surveys and during the interviews indicated that women in this age category had grown up with strong sexual inhibitions which they found difficult to change, even within the marital relationship. This could account for their responses. Here again one finds an ambivalence of feeling, since 18 of the 26 older respondents said they were less sexually inhibited because of the present society's attitude toward sex.

## Table 18

### Cross-Tabulation Frequency Distribution
### Attitudinal and Profile Variables

| | Am Less Inhibited Because of Society's New Openness Towards Sex | | | I Compare My Body with Those of Younger Women | | |
|---|---|---|---|---|---|---|
| VARIABLES | N=61* | AGREEMENT | DISAGREEMENT | N=61* | AGREEMENT | DISAGREEMENT |
| #1 - Age | | | | | | |
| 34-44 | 35 | 27 | 8 | 36 | 28 | 8 |
| 45-55 | 26 | 18 | 8 | 25 | 14 | 11 |
| #2 - Status | | | | | | |
| Married | 45 | 33 | 12 | 46 | 32 | 14 |
| Single | 8 | 5 | 3 | 8 | 3 | 5 |
| Formerly Married | 8 | 7 | 1 | 7 | 7 | 0 |
| #3-Occupation | | | | | | |
| Working | 45 | 31 | 14 | 44 | 28 | 16 |
| Non-Working | 16 | 14 | 2 | 17 | 14 | 3 |
| | *Two No Responses | | | * Two No Responses | | |
| Variable #1 | $X^2$= .4 (df 1) | | | $X^2$=3.2 (df 1) | | |
| Variable #2 | $X^2$=1.3 (df 2) | | | $X^2$=6.8 (df 2) | | |
| Variable #3 | $X^2$=2.1 (df 1) | | | $X^2$=2.0 (df 1) | | |

## Table 18 Cont'd
## Cross-Tabulation Frequency Distribution
## Attitudinal and Profile Variables

Would Have a Sexual Affair with a Younger Man

| VARIABLES | N=63 | AGREEMENT | DISAGREEMENT |
|---|---|---|---|
| #1 - Age | | | |
| 34-44 | 36 | 27 | 9 |
| 45-55 | 27 | 13 | 14 |
| #2 - Status | | | |
| Married | 47 | 26 | 21 |
| Single | 8 | 6 | 2 |
| Formerly Married | 8 | 8 | 0 |
| #3-Occupation | | | |
| Working | 46 | 31 | 15 |
| Non-Working | 17 | 9 | 8 |

Variable #1 $X^2=4.7$ (df 1)
Variable #2 $X^2=6.4$ (df 2)
Variable #3 $X^2=1.1$ (df 1)

## Table 19

## Cross-Tabulation Frequency Distribution

## Attitudinal and Profile Variables

| | Believe Aging Limits My Job Opportunities | | | Would Lie About Age to Get Job If Youth Were a Requirement | | |
|---|---|---|---|---|---|---|
| VARIABLES | N=61* | AGREEMENT | DISAGREEMENT | N=60* | AGREEMENT | DISAGREEMENT |
| #1 - Age | | | | | | |
| 34-44 | 35 | 22 | 13 | 34 | 20 | 14 |
| 45-55 | 26 | 20 | 6 | 26 | 19 | 7 |
| #2 - Status | | | | | | |
| Married | 46 | 34 | 12 | 45 | 29 | 16 |
| Single | 8 | 4 | 4 | 8 | 3 | 5 |
| Formerly Married | 7 | 4 | 3 | 7 | 7 | 0 |
| #3-Occupation | | | | | | |
| Working | 45 | 31 | 14 | 45 | 32 | 13 |
| Non-Working | 16 | 11 | 5 | 15 | 7 | 8 |
| | * Two No Responses | | | * Three No Responses | | |
| Variable #1 | $X^2=1.3$ (df 1) | | | $X^2=1.3$ (df 1) | | |
| Variable #2 | $X^2=2.3$ (df 2) | | | $X^2=6.4$ (df 2) | | |
| Variable #3 | $X^2=0$ (df 1) | | | $X^2=2.9$ (df 1) | | |

Table 19 shows respondents' attitudes toward employment. They agreed by 50% or more that aging limited their job opportunities. In cells two and three of the second attitudinal variable, minor differences appear. Five of the eight single respondents said they would not lie about their age to get a job, and eight of the fifteen non-working respondents said the same. The surveys of the above 13 respondents reflected that they believed they had employable skills and could compete in the job market. Therefore, their feelings in terms of their other value systems would have to be considered in evaluating the responses.

## Summary of Results

That people are living in a society that infuses the senses with images of youth, strength, and beauty was demonstrated by an analysis of photographic advertisements of the *New York Times Magazine* over a six-month period. What was observed was that 97.6% of all women models were young and beautiful. Also determined was that 2% of the articles during the same six-month period were specifically endemic to middle women.

Did the facts listed above have any relevance to the feelings and attitudes of middle women? Did they feel advertising demeans women, as expressed by Efron (1970)? Did women, in fact, recognize that they lived in a youth-oriented culture? Did they have specific emotional and behavioral responses induced by that culture? The responses to the attitudinal survey of this research indicates that they did.

People like to think of themselves as ageless and want to be young. While they can identify with others in the same age category, middle people like to think of themselves as young. As a U.S. marketing director, Robert Bedell, said in Newsweek of February 28, 1977, " . . . . people who are 55 still want to be 20." (p. 63). This is verified by the 52% of the respondents of this survey who stated that they want to be young again. However, they also said they want to be recognized for their abilities, knowledge, and experience. This ambivalence of feeling is understandable in a country that worships the young, new, exciting and different.

Even though the majority of the women felt they were attractive and believed others thought them to be so, they were still influenced by youthful styles of fashion, cosmetics, and jewelry which were advertised by the young. They did feel, however, that middle women should be the representatives of products advertised for them. They expressed objection to the pervasive representation of youthful models and strongly felt the emphasis of this society that highly coveted the young adult in all respects.

The women felt they were in a competition with the young for male attention, for job opportunities, and for society's acknowledgement of them in general. However, this specific sample population felt they had their own identities and would choose to act as young as they felt. This could appear to have different implications from the study of Neugarten (1968), which found that women responded to societal sanctions of age-appropriate behavior. They further acknowledged that though they were set in their ways and could not change easily, they felt that they could change their present life styles.

This was further borne out by their attitude toward sex. They agreed that society's present attitude created lessened inhibitions in them. The majority felt they could arouse someone sexually. While only 41% said they would have an affair with a younger man, 73% said they would have an affair with a man their age or older. The latter higher percentage could have basis in the cultural double standard that has pervaded history with the acceptance of the older man and younger woman as a pair, while ridiculing the older woman and younger man (Sommers, 1974).

While the individual women may not have been able to perceive themselves in such a role, they expressed feelings that the media should have representatives of older women and younger men, and objected to the perpetuated images of older men and younger women.

Harris (1975) wondered how middle women could identify with representations of youth that are persistently presented, and still feel worthwhile. The respondents of this survey said they could identify emotionally with the young romantic leads. They also agreed that they can become romantically aroused, and 63% said that their sexual appetite does not decrease with age. The speculation is, therefore, that they are identifying with whatever role models are available, while strongly objecting to the lack of role models that are representative of attractive, vital, middle women.

Almost all the respondents (93%) said that they like to look young, and agreed that aging in this society limited social, occupational, and sexual opportunities. They felt they were attractive to their mates, and had employable skills, yet would maintain a youthful appearance to keep a mate or apply for a job. Of interest to note in the results was the fact that 44% of the respondents would consider cosmetic surgery to look young, though almost all want to look young. Here one could consider, as explanation, the fear of the surgical procedure and/or the high medical costs.

The respondents agreed by almost 100% that life's tensions are related to cultural/environmental expectations, and by 76% that the emphasis on physical strength and beauty can cause feelings of depression. Over 60% of the respondents indicated that aging in the present culture gives them feelings of insecurity and causes them to feel depressed.

They felt strongly that society does not acknowledge their needs and that age roles ought to be re-examined. Though Aldrich (Note 20) felt that society tends to denigrate the elderly, this sample population did not feel influenced by society in their attitude toward the elderly. They also felt the elderly ought to be utilized more productively. It could be suggested that these attitudes were formulated because of the advanced level of education of the respondents, and their awareness of the political and socio-economic conditions that prevail in our society. Another implication of these responses could have been induced by their feelings of identity with older people, which they indicated were greater now than they had been when they were younger, and their thinking more now of the years ahead.

One would have to agree with Fried (1976) that the shifting population trends have not yet allowed for an assessment of the implications. The results of this survey reflect that assessments are beginning to be made by middle women.

The respondents, while representing a sample of the 21.8% of the population of women, are manifesting attitudes directly related to the youth culture. They are aware of their responsiveness to this culture, at the same time strongly expressing a need for recognition of themselves as part of the societal structure. They acknowledge the aging process and appear to recognize their physical and intellectual attributes, yet have conflicting and ambivalent feelings which are realistic in view of the messages they are receiving regarding the glorification of youth. The fact that 68% claim to have fulfilled lives now, while still expressing many dissatisfactions, could cause speculation based on the percentage of respondents who were married, working, and highly educated.

Further implications of the study, its limitations, and the need for further research on the middle years will be presented in the concluding chapter, entitled Discussion.

## Chapter V

## DISCUSSION

At the time of this study, women past early adulthood seemed to be restless, searching, looking for diversions, changing hair styles, joining consciousness-raising groups, returning to school, and questioning family and/or job satisfactions. There had been research by such people as Neugarten, Levinson, Lowenthal, and Brim that dealt with various theoretical frameworks relating to the transitions and crises that ostensibly were occurring mainly in men of middle years. The literary market also began to address itself to the emotional climate of the middle years, possibly because of the recognition that so little attention had been given to that part of the population that has control and power. Yet specific feelings and attitudes of the middle woman, aged 35-55, had not been explored in relation to her specific environment.

In comparison to the research dealing with other stages of life, the middle years still had to be investigated. If changes and transitions were taking place within the personality of middle people, were the causes for the changes related to chronology, intrapsychic and early environmental factors, endocrinology, culture, or possibly a combination of all factors? To what extent did the culture in which one lives infuse itself into the being, thereby causing emotional changes?

This research determined the existence of a relationship between attitudes and feelings of the middle woman, aged 35-55, and the present youth-oriented culture.

Given that personality has foundations in intrapsychic components and early environmental conditioning, there still remains a process of growth that occurs during all stages of development (Erikson, 1963). If middle women were changing in attitudinal respects, did their culture have an influence? This research showed that middle women between the ages of 35 and 55 had specific feelings relating to the present youth-oriented culture's attitude toward the mass communication media, the physical aging process, and sexism as it relates to sexual, social, and economic conditions.

It would appear that, depending on the time of one's birth, one will develop or not develop certain attitudinal postures that could have significance in personality shifts and value changes in the middle years. If today's middle woman had been born between 1860 and 1880, her standing in the community would be relatively high, and her self-esteem would not be diminished because of her age. She would not infer from society that her maturity and attractiveness were insignificant and unimportant, because she was not presenting an illusion of youth.

The women of this study expressed clearly that they resented the continual representation of youthful models and actresses to the exclusion of middle women. A transition of feeling, however, is evident, manifesting itself in conflicts and ambivalence. For example, their willingness to emulate a youthful appearance while simultaneously strongly expressing a recognition of, and a need for, their own identities and contributions was evident. Aging in this culture appears to be shameful, and consequently caused resistance to change.

The constant reminders by the advertising industry that looking young is the only hope of retaining a mate (see Appendices C and D) has had its effect. The respondents agreed that they would maintain a youthful appearance to keep a mate. Middle women have the economic power that younger women do not. They also expressed strong desires for more visibility of middle women in advertising and the mass communications media. Making their feelings known could have societal implications. They might well influence the advertising industry to re-evaluate its priorities and acknowledge the presence of middle women, since the median age will pass 30 by the year 1980.

It is also implied that if today's middle woman is becoming aware of her conflicting feelings, she may be beginning to alter her self-perceptions. This could be a motivating force for the positive self-acceptance and self-perception of the middle women of tomorrow.

Another implication is that the youth culture could be generating some positive results if it is helping the middle woman to re-evaluate her role. More insight could instill a desire for continued growth and development in education and the socio-economic structure of society. Since she is aware that she is in competition with the young (though the motivation may be questionable), she is seeking ways to compete. This competitive process will encourage her to remain vital, productive, and attractive in her own right. This in itself will turn the aging process into another progression in the growth cycle, rather than into a regression or forschluss, a "closing of the gates of youth."

Although one may speculate upon the positive effects of these developments, middle women are still expressing feelings of depression about aging in our present culture. She is concerned about the possible loss of physical and mental capacities in a society whose health and medical costs are rising with no apparent relief in sight (New York Times, 1978).

The research showed that the menopausal process is not a major cause of concern for 54% of the respondents. This is an interesting result, in this researcher's opinion: it would appear that significance lies in the fact that 46% of an educated respondent group did express concern. It could therefore be implied that more education is necessary regarding physiological processes.

Does middle woman feel she has political representation in a government that she feels does not acknowledge or recognize her needs? The responses to the survey indicate that she feels she does not. It can be suggested that such feelings can cause insecurity as she views her future.

A majority of the sample said they like to identify with the youth culture. This could be due to the recognition of what aging implies in this present culture. It could also have relevance in the loss of communication between husband and wife once their children are grown. By identifying with youth, middle women can still be close to their children and youthful interests.

While middle woman may appear hesitant to accept certain aspects of the culture, she does agree that present society's openness toward sex has made her less sexually inhibited. However, she does not feel that sexual affairs necessarily make her feel younger--only more desirable. However, she does feel that men of her age are more attractive than women of her age, and that men have more social and sexual opportunities than she does. This could suggest that middle women may have to become more self-assertive.

While women of this survey, possibly because of their economic and educational backgrounds, appear to have positive self-images, they agreed that they were in competition with youth for male attention. Again, ambivalence of feeling is observed. They do not see themselves as aging, though they feel that others regard them as middle aged. They view themselves as attractive yet want to be young and look young. These attitudes would seem to be a direct result of our society's open glorification of the young.

Feelings of competition were reflected not only in sexual and social situations, but also in the vocational area. Middle woman may feel they have skills and knowledge for the job market, yet would lie about their age if youth were a requirement for employment. The economic structure will have to begin to re-evaluate its priorities as more middle women will be entering the world of work. Not only the young and attractive ought to be considered for occupations, felt the respondents. They expressed agreement that aging in this culture limits job opportunities (see Appendix E). Hopefully, because of the demographic shift, economic changes will be emerging (Mann, 1977). Since the sample population of this study feels they have marketable skills, this attitude could place them in the forefront of the vocational arena if their interest and motivation is sustained.

The respondents felt they were placed in a fixed role in society, and objected to it. They agreed, however, that they could leave their specific roles, and felt their age was not a deterrent to their curiosity and future plans,

Though 32% of the women of this sample population did not feel fulfilled, they all clearly showed feelings and attitudes related to the youth culture. Their attitudes also had a direct bearing on some of their behavior manifestations. An implication of why 68% of the same sample felt fulfilled could be due to the proportion of married women in the respondent group (78%). Marriage and family life is the accepted and approved life-style in our society, In addition, 73% of the respondents were in occupations, which could account for a sense of fulfillment.

It could also be implied that though ambivalence and conflicts were expressed by the women, the beginning of a re-evaluation of feelings and of self-awareness seemed to be emerging. They recognize that society has different values now than when they were young, and are willing to attempt changes in their life style with a curiosity toward the future.

It will now be incumbent upon society to reduce its preoccupation with the youth culture. The changing population, the increase in education levels, and the economic power of older people may be the factors. However, until that happens, it would appear that the responsibility for recognition seems to be placed on middle woman herself, despite the realities existing in the present culture which shadow her visibility.

From the results of this survey, it can be postulated that women between the ages of 35 and 55 are manifesting personality characteristics that are in direct relationship to the youth culture in which they are now living. Theorists, who have heretofore proposed the empty nest, hormonal imbalance, and experiential conditions as causality for attitudinal shifts and changes in middle women can now give serious consideration to culture as a contributing factor, particularly a culture where the mass communcations network can glorify or nullify a whole segment of the population.

The middle woman has been overtly and covertly influenced to feel and behave according to the preferential dictates of a youth-oriented society. She is expressing feelings, and though she appears at times to be conflicted, she is reacting to sexual and socio-economic societal changes. Her habits, emotionalism, and intellectualism are reflections to what she perceives around her. In conclusion, therefore, one must understand the influence of a society that persistently perpetuates a youth culture, in order to understand transitions and changes that are existing in middle women.

## Limitations of the Study

One of the limitations of this research resulted from the shortage of time and money available for it. Had more time been available, it would have allowed for more intensive personal interviews. This would have eliminated the eventual need for some of the speculations of responses. Lengthened, intensive interviews could have clarified specific ambivalent and conflicting responses. Increased funding could also have made it possible to survey a larger and more diverse population.

Consequently, a limitation of this study was that the conclusions were valid only to the given population of middle to upper middle class women, and could not be generalized for all women within the same age categories.

Another limitation of the study was that the percentage of returns could not be controlled by follow-up letters. Anonymity of respondents and the random selection of the specific population selected, made it impossible to distribute reminders.

The lack of a longitudinal study could also have been a limitation of this research. Had given women been studied over a ten-year period of time, their responses could have been measured against each other, over time, to see whether feelings changed and attitudinal differences occurred as the women grew older in the same youth culture.

The lack of opinions of significant others in the lives of the respondents can also be considered a limitation. Significant others are an important adjunct in perceiving the attitudes, emotions, and actions of a sample population.

Although there were limitations to the extent of the study, the research opened the door to the viable consideration that the present youth-oriented culture had definite effects on a specific sample population of middle women.

### Further Research Implications

In view of what this research uncovered, future research can be done on a more diverse population of women within all socio-economic and educational backgrounds. This would help to provide a firmer basis for the theoretical concept that a societal preoccupation with youth causes attitudinal changes in middle women. Such research could also offer data on which type of population is affected by the youth culture. If, in fact, women of specific educational and socio-economic backgrounds are affected by cultural cohorts, this information would be helpful to therapists when emotional and/or psychological problems arise for women in that specific population.

Another area for future research could be a longitudinal study. It could be conducted on a given sample to determine how women react at different stages in their lives to the influences of the culture in which they live. Since we acknowledge that our environment does have an effect on us, such research can offer clarity as to the types of effects of the culture on young adult women, and on the same women as they age.

While research on men has been and is being done by people such as Levinson (1978) and Brim (1976), it would be of interest to note middle men's attitudes and behaviors in a youth-oriented culture.

Research on the middle years, then, ought not to exclude strong cultural influences as a causal factor for attitudinal shifts, needs, and feelings of women in the middle years, as defined by this study. Such research would help the political, educational, and socio-economic structures of our society to become cognizant of the needs of middle women. It would assist industry in utilizing a significant work force. The mass communications network would then give positive exposure to a population on whom society is dependent to help maintain the economic structure that currently exists. The Federal Government would have to give consideration to health and medical needs (New York Times, 1978), as well as to a re-evaluation of the taxation concepts. As longevity increases, the burden of taxation falls on the middle year people.

In conclusion, research on the middle years would seem to be unavoidable in a society whose population will reach a median age of over 34 in the year 2000.

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## Appendix A

C. W. POST MENTAL HEALTH COUNSELORS ASSOCIATION
LONG ISLAND UNIVERSITY
GREENVALE, NEW YORK 11548

RONALD KROWNE M.S., President
DR. DANIEL L. ARAOZ, Member Advising Council

January 12, 1978

Dear Friend,

The enclosed survey seeks to establish that middle women have significant attitudes and feelings directly related to our present youth oriented culture. While society is just beginning to acknowledge the elderly, the middle woman between the ages of 35 and 55 is still to be heard from as she has much to offer in the present and future social, sexual, vocational, and educational structures.

Awareness of our feelings and attitudes can be valuable to us and to society as a whole. I believe your insights will be of great significance in helping to re-examine and re-evaluate our present cultural emphases, priorities, and values.

Your return of the survey within one week of receipt of this in the self-addressed stamped envelope will be greatly appreciated. Please note that no names appear on any part of the survey, thus guaranteeing complete anonymity for the entire study.

If you would be interested in the results of the survey which should be completed within the year, please feel free to contact me, and they will be made available to you.

Thank you again for participating in a study that will have meaningful social value. I look forward to the return of the survey within one week.

Very truly yours,

Florence Perkell Hoffman

FLORENCE PERKELL HOFFMAN, M.A., M.S.
Research Coordinator

## Appendix B

### SURVEY ON ATTITUDES AND FEELINGS
### TOWARD THE PRESENT YOUTH ORIENTED CULTURE

Please fill in all the following information:

Age last birthday ____________ Marital Status ________________

Occupation ____________________ Children-Number Pre school ______
School Age ______
Over 18 out of home ______
Over 18 at home ______

Highest education achieved = check one - High School ____________
College ____________
College Graduate ____________
Post College ____________

Total family income - check one - Under $20,000 ________
Between $20-30,000 ________
Between $30-40,000 ________
Between $40-50,000 ________
Over $50,000 ________

Ethnicity (Optional) ____________ Religion (Optional) ________________

The following statements can be answered in terms of the degree of your feeling by putting a circle around the number of your choice. The responses are yours. There are no right or wrong answers. Choose only from those numbers that appear next to each statement.

The numbers mean the following:

0 = If 0 is listed it means the statement is Not Applicable or you have No Opinion.

1 = Means that you Agree Strongly or feel Always.
2 = Means that you Agree or feel Sometimes.
3 = Means that you Disagree or feel Almost Never.
4 = Means that you Disagree Strongly or feel Never.

**SAMPLE STATEMENT:**

TODAY'S SOCIETY PLACES MUCH EMPHASIS ON YOUTH 1 2 3 4

If you Agree Strongly or feel Always, circle 1. If you Agree or feel Sometimes, circle 2. If you Disagree or feel Almost Never circle 3. If you Disagree Strongly or feel Never circle 4.

PLEASE COMPLETE THE FOLLOWING STATEMENTS IN THE SAME WAY. Choose only from those numbers that appear next to each statement.

Circle a choice only from those numbers that appear next to each statement.

0=Not Applicable or No Opinion
1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never

1. I am influenced by the Mass Communications Media. 1 2 3 4

2. I believe middle women are generally portrayed accurately in TV and Cinema. 1 2 3 4

3. I can identify emotionally with young romantic leads. 1 2 3 4

4. I believe middle women should be given romantic leads 1 2 3 4

5. I object to older male stars having youthful leading ladies 1 2 3 4

6. I object to the lack of representation of middle women and younger men 1 2 3 4

7. I believe middle women in theater can be given major roles as romantic leads 1 2 3 4

8. I object to the lack of representation of middle women in the mass communications media. 1 2 3 4

9. Middle women should be represented more honestly as to their abilities. 1 2 3 4

10. Middle women should be represented more honestly as to their sexual desires 1 2 3 4

11. I object to only famous middle women being represented attractively. 1 2 3 4

12. I object that the popular women's magazines focus on the young adult. 1 2 3 4

13. I would like to see the magazines represent women like me. 1 2 3 4

14. Advertisements attract my attention. 1 2 3 4

15. I use beauty products advertised and modeled by young women 1 2 3 4

16. I believe the products will do for me what the model claims it does for her. 1 2 3 4

17. It bothers me that only pretty young women advertise beauty products 1 2 3 4

18. Middle women should advertise products that are recommended for them. 1 2 3 4

19. I would use beauty products advertised by middle women models. 1 2 3 4

20. Advertising influences my thinking 1 2 3 4

21. I object to young models advertising vitamins and physical fitness aids for the middle woman. 1 2 3 4

22. I would go to a health spa to keep physically attractive 1 2 3 4

23. I object to youthful models advertising clothing for the middle woman 1 2 3 4

24. I would buy clothing advertised by the middle woman 1 2 3 4

25. I believe designers and manufacturers create for me 1 2 3 4

Circle a choice only from those numbers that appear next to each statement.

0=Not Applicable or No Opinion
1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never

26. I would like to see a middle woman advertising a product with a young male admiring her. 1 2 3 4

27. I object to the aging male model with a young woman admiring him . 1 2 3 4

28. I am influenced by the youthful styles of dress . 1 2 3 4

29. I am influenced by the youthful styles of jewelry ornamentation . 1 2 3 4

30. I resent having to select from styles directed toward youth . 1 2 3 4

31. I am influenced to cut my hair in styles shown on young models . 1 2 3 4

32. I believe young women are portrayed as sex symbols . 1 2 3 4

33. I believe some of life's tensions are related to cultural/environmental expectations . 1 2 3 4

34. I feel I am under more tension now than in earlier years . 1 2 3 4

35. I feel an emphasis on physical strength and beauty can cause feelings of depression . 1 2 3 4

36. I am concerned about my health more now than when I was a young adult . 0 1 2 3 4

37. I am concerned about the menopausal process. 1 2 3 4

38. I believe there are false beliefs related to the menopausal process. 1 2 3 4

39. I believe others would think me too old to have children now. 1 2 3 4

40. Aging in our present culture gives me feelings of insecurity. 1 2 3 4

41. Aging in our present culture depresses me. 1 2 3 4

42. I don't think of myself as aging. 1 2 3 4

43. I would want to be young again. 1 2 3 4

44. I like to look young. 1 2 3 4

45. I think I am physically attractive . 1 2 3 4

46. Others find me physically attractive . 1 2 3 4

47. There are times when I compare myself with younger women. 1 2 3 4

48. I feel my experience and knowledge make up for not being a young adult . 1 2 3 4

Circle a choice only from those numbers that appear next to each statement.

0=Not applicable or No Opinion
1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never

49. I am concerned about getting old and losing my physical capacities. 1 2 3 4

50. I am concerned about getting old and losing my mental capacities. 1 2 3 4

51. I am repelled by the aged/sickly. 1 2 3 4

52. I find myself identifying with older people more now than before. 1 2 3 4

53. I would consider cosmetic surgery to look younger. 1 2 3 4

54. If I had cosmetic surgery it would improve my feelings of self worth. 1 2 3 4

55. I believe my sexual appetite decreases with age. 1 2 3 4

56. I believe a man's sexual appetite decreases with age. 1 2 3 4

57. My mother appeared young to me when she was my age. 1 2 3 4

58. I view my mother as old now. 0 1 2 3 4

59. My elderly parent(s) is/are burdensome. 0 1 2 3 4

60. I believe I am viewed as middle aged. 1 2 3 4

61. I find myself thinking more about the years ahead. 1 2 3 4

62. My age is not a deterrent to my curiosity and future plans. 1 2 3 4

63. I feel my needs and feelings are understood by society. 1 2 3 4

64. I can identify with other middle women 1 2 3 4

65. I believe that women who act passive get more attention. 1 2 3 4

66. I believe aging limits my position in society. 1 2 3 4

67. I believe aging limits my job opportunities. 1 2 3 4

68. I believe aging limits my social opportunities. 1 2 3 4

69. I believe aging limits my sexual opportunities. 1 2 3 4

70. I like to identify with the youth culture. 1 2 3 4

71. I approve of the openness and honesty of today's young adults. 1 2 3 4

72. I am comfortable acting as young as I feel. 1 2 3 4

73. I feel youth's opinions are listened to more than mine in today's society. 1 2 3 4

Circle a choice only from those numbers that appear next to each statement.

0=Not Applicable or No Opinion
1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never

74. I feel young people do not show respect for age. 1 2 3 4

75. My feelings toward the elderly are influenced by societal thinking. 1 2 3 4

76. I believe the abilities of the elderly ought to be utilized more productively 1 2 3 4

77. I believe that young adults have the greatest advantage in the life cycle 1 2 3 4

78. I see myself as a sex symbol. 1 2 3 4

79. I feel sex is important now 1 2 3 4

80. I feel I can sexually arouse someone of my choice 1 2 3 4

81. I like the way my body looks 1 2 3 4

82. I compare my body with those of younger women. 1 2 3 4

83. I believe a love affair would make me feel young again 1 2 3 4

84. I believe a love affair would make me feel more desirable. 1 2 3 4

85. I would have a sexual affair with a younger man. 1 2 3 4

86. I would have a sexual affair with a man my own age or older. 1 2 3 4

87. I can become romantically aroused now 1 2 3 4

88. I am less sexually inhibited because of society's new openness about sex. 1 2 3 4

89. I believe young people today are less sexually inhibited than when I was younger 1 2 3 4

90. I believe in a single sex standard for men and women regardless of age 1 2 3 4

91. I see men of my age as generally more attractive than women of my age 1 2 3 4

92. I believe men of my age can find a sexual partner more easily than I can. 1 2 3 4

93. I think a man of my age has more social opportunities than I do 1 2 3 4

94. I feel I am in competition with younger women for male attention 1 2 3 4

95. I feel I can compete in the job market with the younger woman 1 2 3 4

96. I feel I can compete in the job market with the younger man. 1 2 3 4

Circle a choice only from those numbers that appear next to each statement.

0=Not applicable or No Opinion
1=Agree Strongly or Always
2=Agree or Sometimes
3=Disagree or Almost Never
4=Disagree Strongly or Never

97. I have been discriminated against in the job market recently because of my age. 0 1 2 3 4

98. I have been employed recently because of my age. 0 1 2 3 4

99. I would lie about my age to get a job if youth was a requirement 1 2 3 4

100. I believe I have employable skills in the job market of today. 1 2 3 4

101. I would change my life style now. 1 2 3 4

102. I am set in my ways and do not change my ideas readily. 1 2 3 4

103. I believe I make important societal decisions. 1 2 3 4

104. I believe I have political power. 1 2 3 4

105. I think middle women are adequately represented in government positions, 1 2 3 4

106. I believe my needs are acknowledged by the present society. 1 2 3 4

107. The women's movement has made me more aware of women's feelings. 1 2 3 4

108. I feel obliged to choose recreation that society accepts as appropriate for my age. 1 2 3 4

109. I enjoy recreational activities similar to those of young adults. 1 2 3 4

110. My family thinks I am not acting my age if I participate in activities with young adults. 1 2 3 4

111. I can understand and have good relationships with today's young adults. 1 2 3 4

112. I feel I am placed in a fixed role. 1 2 3 4

113. I would feel comfortable stepping out of a specific role 1 2 3 4

114. I object to being placed in my present role. 1 2 3 4

115. I feel I have an identity that I can ascribe to myself alone. 1 2 3 4

116. I believe society ought to re-evaluate its attitudes toward age-roles 1 2 3 4

117. My mate or particular companion appreciates me as an attractive woman. 0 1 2 3 4

118. I am concerned that my mate or particular companion might seek a younger woman. 0 1 2 3 4

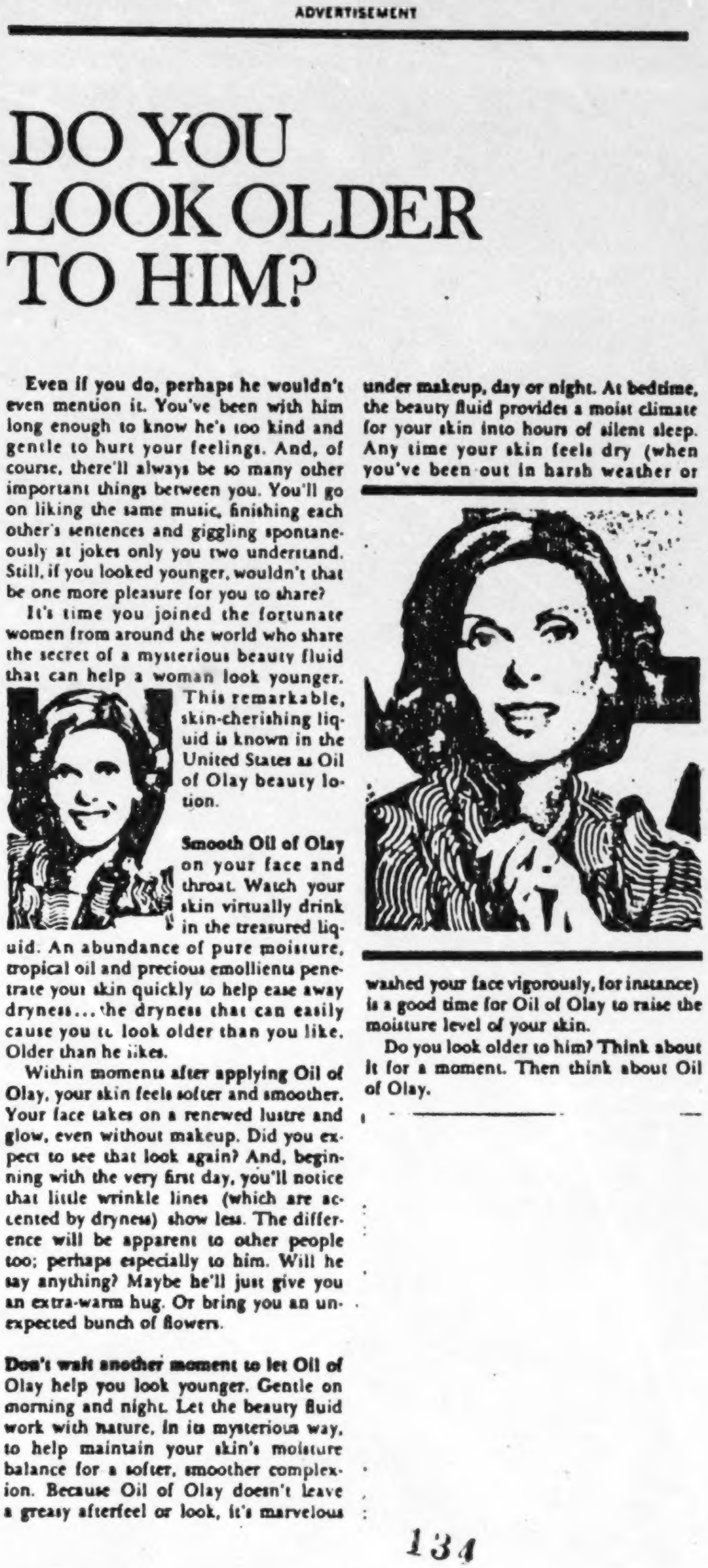
119. I would try to maintain a youthful appearance to keep a mate or particular companion. 1 2 3 4

120. I feel I have a fulfilled life as I am now? 1 2 3 4

Thank you for completing this survey and returning it in the enclosed envelope.

Florence Arkell Hoffman

Appendix C



ADVERTISEMENT

# DO YOU LOOK OLDER TO HIM?

**Even if you do, perhaps he wouldn't** even mention it. You've been with him long enough to know he's too kind and gentle to hurt your feelings. And, of course, there'll always be so many other important things between you. You'll go on liking the same music, finishing each other's sentences and giggling spontaneously at jokes only you two understand. Still, if you looked younger, wouldn't that be one more pleasure for you to share?

It's time you joined the fortunate women from around the world who share the secret of a mysterious beauty fluid that can help a woman look younger. This remarkable, skin-cherishing liquid is known in the United States as Oil of Olay beauty lotion.

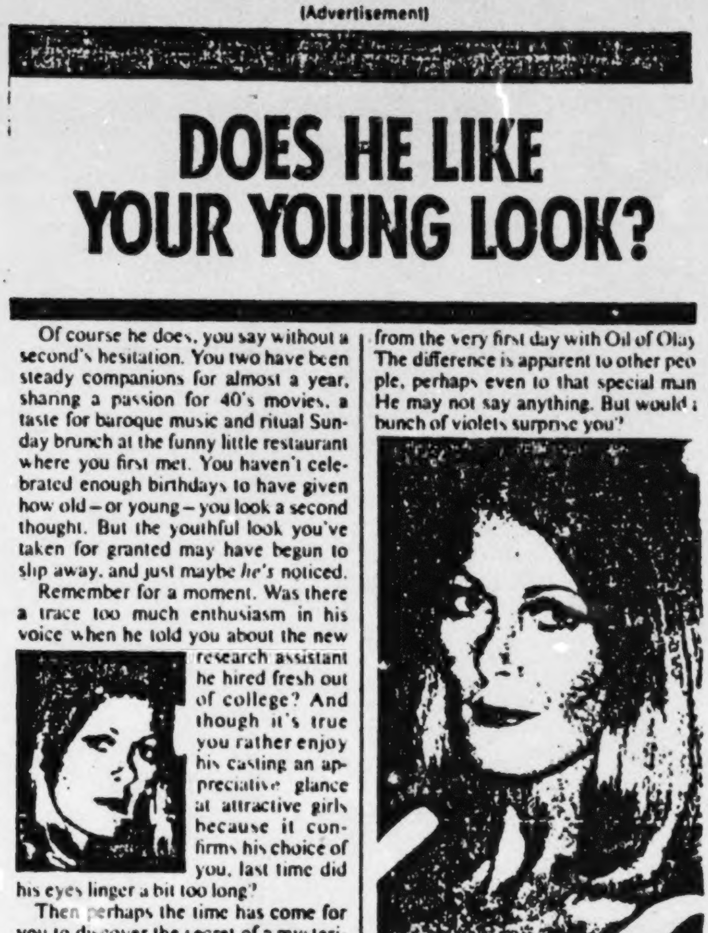
**Smooth Oil of Olay** on your face and throat. Watch your skin virtually drink in the treasured liquid. An abundance of pure moisture, tropical oil and precious emollients penetrate your skin quickly to help ease away dryness... the dryness that can easily cause you to look older than you like. Older than he likes.

Within moments after applying Oil of Olay, your skin feels softer and smoother. Your face takes on a renewed lustre and glow, even without makeup. Did you expect to see that look again? And, beginning with the very first day, you'll notice that little wrinkle lines (which are accented by dryness) show less. The difference will be apparent to other people too; perhaps especially to him. Will he say anything? Maybe he'll just give you an extra-warm hug. Or bring you an unexpected bunch of flowers.

**Don't wait another moment to let Oil of** Olay help you look younger. Gentle on morning and night. Let the beauty fluid work with nature, in its mysterious way, to help maintain your skin's moisture balance for a softer, smoother complexion. Because Oil of Olay doesn't leave a greasy afterfeel or look, it's marvelous under makeup, day or night. At bedtime, the beauty fluid provides a moist climate for your skin into hours of silent sleep. Any time your skin feels dry (when you've been out in harsh weather or washed your face vigorously, for instance) is a good time for Oil of Olay to raise the moisture level of your skin.

Do you look older to him? **Think about** it for a moment. Then think about Oil of Olay.

Appendix D



(Advertisement)

[redacted]

# DOES HE LIKE YOUR YOUNG LOOK?

Of course he does, you say without a second's hesitation. You two have been steady companions for almost a year, sharing a passion for 40's movies, a taste for baroque music and ritual Sunday brunch at the funny little restaurant where you first met. You haven't celebrated enough birthdays to have given how old – or young – you look a second thought. But the youthful look you've taken for granted may have begun to slip away, and just maybe *he's* noticed.

Remember for a moment. Was there a trace too much enthusiasm in his voice when he told you about the new research assistant he hired fresh out of college? And though it's true you rather enjoy his casting an appreciative glance at attractive girls because it confirms his choice of you, last time did his eyes linger a bit too long?

Then perhaps the time has come for you to discover the secret of a mysterious beauty fluid that can help you look younger. How? By easing the dryness that can make little wrinkle lines (which can appear surprisingly early) too noticeable. Women around the world enjoy the beautiful benefits of this remarkable skin-loving liquid, known in the United States as Oil of Olay beauty lotion.

Gentle Oil of Olay over your face and throat. The precious fluid disappears into your skin virtually as you watch. An abundance of pure moisture, tropical oil and precious emollients work mysteriously with nature, easing the dryness that can make you look older, often sooner than you expect.

It isn't just the passing years, you know, that let your youthful look slip away. So many things in your life – exposure to sun and wind, washing with soap and water, even some of the cosmetics you adore – can dry your skin, accenting even tiny laugh lines.

Within moments after smoothing on Oil of Olay, you'll notice your skin become softer and smoother. There's a wonderful lustre and dewy glow. And little lines can become less noticeable from the very first day with Oil of Olay The difference is apparent to other people, perhaps even to that special man He may not say anything. But would a bunch of violets surprise you?

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## Appendix E

# WOULD LOOKING YOUNGER HELP YOU LAND THAT JOB?

You've brushed up on your typing. You've put together a wardrobe that looks perfect for a working woman. And you know in your secret heart that someone like you . . . who has run a household, gotten children off to a good start, done community work, entertained business and personal friends and made the whole thing all look easy . . . has the efficiency and organization that the business world is dying for. Yet you still find it a little scary competing with all those young girls just out of school.

Knowing you look your youngest just might give you that extra spark of confidence that lets you look the personnel director straight in the eye with the assurance that you're exactly right for that job. If you think it might help in your job-hunting to look as young as you can (and honestly, could it hurt?), then discover the secret benefits of a remarkable beauty fluid. Share the secret of knowledgeable women from many parts of the world who look just as young as they can, no matter what their age. This unique beauty fluid is known in the United States as Oil of Olay beauty lotion.

Oil of Olay works with nature in a mysterious way to ease away dryness, that insidious dryness that accents those little lines and wrinkles that make you look older than necessary. Smooth Oil of Olay over your face and throat. Within seconds, you'll feel your skin grow softer and smoother. And you'll be able to see a renewed radiance and glow. Remember that look? Did you ever really expect to see it again?

You'll be astonished how quickly and completely Oil of Olay penetrates. And there's never, ever a greasy feeling on your skin. Oil of Olay works almost exactly like your own natural moisture in fighting the dryness that makes you look older. It even helps keep natural moisture in your skin, where that moisture works best to maintain a youthful looking complexion.

**Anytime of day or night is an ideal moment** for Oil of Olay to ease skin dryness and importantly increase the moisture content of your skin. Devoted users wouldn't consider beginning the day without Oil of Olay, as a superb makeup base or to let skin live in a misty, moisty climate of its own. Nor would they consider going to bed without Oil of Olay as a final skin treat that goes on working through hours of sleep. Of course, you may want to use Oil of Olay more often, whenever your skin feels dry or taut. (Can there ever be too much of a good thing?)

You'll find Oil of Olay at your drugstore. Wouldn't it be a good idea for you and Oil of Olay to go to work together?